

iFashion Network to Showcase Three Emerging Designers Tonight

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Paula Abdul gave her goodbyes to American Idol wearing a creation by Carmelita Martell, an emerging designer being featured for the iFashion Network Fashion Week Showcase today. Katherine Graham from Vampire Diaries, Reality Star Kourtney Kardashian, and Ashland Gorse, Host of "E!" has felt Martell's "funky" fashions give them an edge on the red carpet.

Martell joins Polish Designer Ewelina Barlak and New York Designer Theo Hackney for the iFashion Network Fashion Week Showcase on Tuesday, February 16th at Nikki Beach, a brand synonymous with fashion events worldwide. Barlak, inspired by the film classic "Gone with the Wind" designed her 2010 Fall/Winter Collection for "Scarlett O'Hara Today" -- combining powerful structure with feminine detailing.

"Scarlett was full of passion -- she had a will made of steel and she never gave up. She was an independent, strong and intelligent woman that took everything thrown her way head on," says Barlak. "My new collection is for such a woman; decisive, firm in her beliefs and sure of her own strength and worth as well as her womanhood."

Hackney, after spending years on the business side of fashion working for Bloomingdale's, Saks and other shopping institutions, stepped over into design. His sleek, tailored silhouettes evoke memories of classic 40s style combined with camel hair blends, silks and herringbone wools.

"These designers represent the emerging fashion talent around the world," says Redeemer Resk'Que, CEO and Executive Director of iConcept Media Group, producers of the show in conjunction with SEG Corporation. Carmelita brings Latino flair, while Ewelina gives us classic European tailoring. And the Theo Courtney line is feminine finery at its best," he says. This is the mission of iFashion Network -- to find the best talent first!"

New York Giants Sinorice Moss, Reality Stars Kim and Kourtney Kardashian, Fitness Expert John Basedow, R&B star Ciara and reality stars from The Janice Dickinson Modeling Agency are among the invited and expected guests.

iFashion Network, a fashion website portal, made its debut during New York Fashion Week Spring/Summer 2010. The site focuses on profiles of styling Do It Yourself fashion, red carpet coverage, fashion trends and celebrity features and emerging designer spotlights. "iFashion Network has made its footprint on the landscape of New York Fashion Week, "We're going to covering what does on behind the scenes that make fashion happen. We want to give the stylists, makeup artist, photographers and hair stylists and other behind the scenes their due." Visit our site at www.ifashionnetwork.com

Sponsors for this event include The New York Post, as the exclusive media sponsor, Nikki Beach, a well known venue for intimate fashion shows and presentation with names like Valentino and Oscar de la Renta. Gold Bar, a classic gold themed SOHO/ little Italy based as venue and cocktail party sponsor, and Chic Studios for makeup.

SEG Corporation (Supreme Entertainment Group, Inc.), the parent company of iFashion Network, is a vibrant company encircling a broad range of business sectors, including event production and management, marketing and communications, internet domain registration and hosting services, publishing, talent management and music production. For more information Please visit www.SEGCorporation.com .

For more information contact iConcept Media -- pr@iconceptmedia.com

Or visit our website: www.iconceptmedia.com

We are an innovative, intelligent, full service strategic marketing, media, and communications agency. We integrate our services and philosophy to create different types of communication and marketing tactics. Our goal is to nurture a consistent

brand while maximizing sales and return on investments (ROI).

iConcept Media Group is one of the fastest growing boutique agencies on the east coast. We are energetic, aggressive, cultural diverse and personable. But most of all, we are problems solvers focused on helping successful and emerging businesses reach their full potential. We are driven by results through collaborative and tireless efforts. At iConcept Media Group we believe that your impossibilities are our possibilities. We approach all projects, from the smallest to the largest with fervor and passion.

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