

NEWS RELEASE – June 16, 2010
Vintage to Vogue Fashion Show & Benefit
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Fashion Show Planners Looking for Models

The Curiel-Reynolds School of Visual Arts announced that it will host a “Vintage to Vogue Fashion Show and Benefit” on September 25, 2010. The event will transform the auditorium space into a philanthropic stage of fashionable proportions to benefit the organization's efforts to expand on their current educational offerings in the community.

This evening of fashion, art and merrymaking will not be your typical black tie event. The spectacular Runway Show will feature one-of-a-kind fashions from Iowa's new Zsa Zsa and Eva clothing line and local artisans furnish jewelry and other wearable art -- enhancing the models' presentations on the catwalk. But the real surprise will be the attendance of a talent representative from Vision Management Group, a nationally / internationally recognized leader in the business of managing models, based in Minneapolis.

According to Zsa Zsa and Eva designer, Amy Polaschek, “several local models have already been selected to model in the show, but more are needed so we've decided to do an open casting call for local teens and women that might be interested in volunteering to model our new line.” The search for just the right models will be held on Friday, June 25 at the Fluff Boutique located at 305 11th Street SE in Spencer. (Fluff is in the same building as Southern Archery on Hwy 18 heading east towards Del's Garden Center.) Teen girls from the age of 14 to 18 will be interviewed from 2-3pm and women over 18 will be seen from 3-4pm. Teens must have one parent accompany them. All potential models will need to bring two photographs, one that is a head shot and another that shows their full body. All will need to wear their hair pulled back or up with little to no make-up on and all should bring a pair of high heel shoes with them.



Overseeing the casting session will be Sadie Polaschek, a professional model that is represented by the well-known Ford Agency.

Anyone that cannot make it to the casting call on June 25th can visit www.curielarts.org/events.html and find out how they can submit photos digitally and set-up an alternative casting date. “It is best to come to the first casting call as we will only hold the casting calls until we have all found the models needed for the line,” says Polaschek. The designers of the new line, Polaschek and Veiseth, are looking for specific types that can really show off the clothing. “It would be wonderful if a new “it” girl was discovered by the representative from the modeling agency, but as designers we must think in terms of showcasing our garments to the audience. We want good models, but we also need them to look as if each outfit was custom made just for them.”

Ford fashion model “Sadie”