

NEWS RELEASE – July 24, 2010
Charity Style Show Good Training for Teen Model
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Teen model, Lindsey Boetel, joined 36 others to showcase a total of 87 fashions from Fashion Formula, the Look, and Wild Child at The Great Lakes Mall on Saturday, July 24th. Guests all received colorful little gift bags as well as refreshments. The three stores pledged 5% of all sales made on July 24 and 25 to go to the Upper Des Moines “Back to School” project that will make sure low-income children have all the school supplies needed for the fall semester.

Boetel modeled two outfits in the style show, as did most of the models. Boetel was modeling in the event because she loves fashion and participating in fashion events, but she was also getting in practice for the “Vintage to Vogue Fashion Show & Benefit” being held at the Curiel-Reynolds School of Visual Arts in Spencer on September 25, 2010 beginning at 7:00pm. Boetel was selected to model the new Zsa Zsa & Eva line of ladies wear, along with Ashley Anderson, Lydia Slattery, Allie Helmink, Ashley Baker, Kari Kahz, Bliss Miester, Caitlyn Peterson, Ashley Smith and Talor Stein.

The designers of the new clothing line are using vintage and recycled fabrics to create their first autumn/winter collection, so it was critical to find models with just the right look. It is important to the four designers behind the Zsa Zsa & Eva clothing line to have models with an aura that conveys style, grace, and good health. All models selected have nice even toned skin with no scares, tattoos, or piercing. Boetel says, “I’m really looking forward to being in such a big show, so I want as much practice modeling as I can get before the Vintage to Vogue show. It was great to have such a large audience for the Charity Style Show.”

Tickets to the Vintage to Vogue Fashion Show & Benefit are available at \$20 and \$30 for VIP guests. (The VIP ticket allows holders the opportunity to have first pick of the clothing following the show.) Ticket prices will be higher the night of the show. To purchase tickets, visit Fluff Boutique or Always Chic on Hwy 18 in Spencer, Medlar Studio in downtown Spencer, The Royal Wedding Chapel Inc. in Royal, or the Wash House gift shop in Okoboji.