

3Jay PRODUCTIONS

Press Release

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5th Annual Style Exhibition *Designer Open Call*

Columbia, South Carolina – September 26, 2011 – 3Jay Productions announces today the open call for clothing designer's to submit for showcase in the fifth annual Style Exhibition. The event kicks off on Thursday, April 26 and lasts through Saturday, April 28. The 2012 theme for the fifth anniversary is "Favore" the Latin term for favor which will host not one but two nights of showcases. Opening night's display is for trendsetter's which allows novice designers, retail boutiques and street-wear designers to introduce their collections. The finale night is for seasoned designers and will range from ready-to-wear, swimwear and/or avant-garde collections. Talents from throughout the continental United States are encouraged to apply to be considered. All inquiries must be received by December 1, 2011. This is a great opportunity to get your line viewed by potential buyers in the southeast.

Creative Director and Designer, LaJuana Crawford shares her insight: "It is important that the designer's educate themselves by finding out what is in or out of season and what is marketable." As a seasoned designer and three-year veteran of the exhibition Crawford states "I have found that it is important to be fashion forward and make sure your first impression is solid. Your product may speak for itself but your professionalism and mannerisms are just as important in building a brand and notable collection."

To find out more information about how one can participate in this event contact visit the website for details: www.3jay-styleexhibition.com

About the Style Exhibition:

The Style Exhibition is an annual event held in the spring and is a three-day culmination of events highlighting the business of fashion, beauty and entertainment in our community. The event is organized by 3Jay Productions and began in 2007. In August 2011, Mayor of Columbia, Steve Benjamin endorsed the event as being the "premiere fashion event of metro Columbia."

3Jay Productions is a beauty, fashion and entertainment company based in the Southeastern US. Licensed business since August 2006, registered with the SC Film Commission and logo is a registered trademark. The talent on the team spans throughout the southeast upward to the northeast and mid-west. www.3jayproductions.com

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