



P.O. BOX 24092 | COLUMBIA, SC 29224

3JAYPRODUCTIONS@GMAIL.COM

3JAYPRODUCTIONS.COM



PRESS RELEASE

Contact: Style Exhibition

FOR IMMEDIATE RELEASE

Phone: (888) 569-1114 ext 0006

Friday, November 25, 2011

5th Annual Style Exhibition – Celebrity Designers on Board!

Columbia, South Carolina – Friday, November 25, 2011– The executive team is proud to announce celebrity designers Darrell Roach Designs, LLC and Ra'Mon-Lawrence, LLC will be participating in the fifth annual Style Exhibition! The two are on opposite ends of the coast yet making major moves in the industry as a whole.

Darrell G. Roach, will be providing one of his custom wearable jewelry pieces for the silent auction which takes place on April 27, 2012. A native of Rockingham, North Carolina Darrell Roach Designs, LLC is a sustainable fashion forward force in the industry specializing in Fine Art Jewelry and Handmade Wearable Art. Roach, is one of the fashion industry's most in demand jewelry designers, whose work can be seen adorning Hollywood celebrities from Beyonce, Eva Pigford, Fantasia, Melanie Fiona, and Rihanna. His handmade and fine art jewelry have been featured in top fashion magazines across the globe such as Cosmopolitan, Elle, Essence, Zink & Vogue. Roach, skillfully handcrafts each piece of jewelry from fine metals and materials imported from abroad.

Ra'Mon-Lawrence Coleman will be presenting his namesake label at the finale showcase on April 28, 2012. Coleman, who was a contestant on season 6 of Project Runway® is a native of Chicago, IL and made his auspicious debut in the fashion world as a college student in 2002, when the Black Fashion Museum in Washington, D.C., named him Apparel Designer of the Year. Since that time he initiated his namesake label, Ra'mon-Lawrence, in 2004 and moved on to design for internationally recognized boutiques and brands such as Gary Graham, SAGA, Mossimo for Target, Kohl's, and the International Fur Trade Federation, which selected Coleman as one of three designers to compete in its first-ever International Design Competition in Milan. Coleman also was named first runner-up for the 2004 MIFUR Remix Award, an international honor for emerging designers. In spring 2008, Eluded Love, the premier Ra'mon-Lawrence collection, debuted in Minneapolis and now he will grace us with his presence. True to its namesake, the Ra'mon-Lawrence label promises the thrill of revelation, the excitement of discovery, and the pleasure of surprise with each eagerly anticipated collection.

We encourage both novice and experienced designers interested in showcasing their collections to submit their applications by December 1, 2011. To find out more information about each of these contributors and how your brand can participate visit the website for details.

About the Style Exhibition

The Style Exhibition takes place April 26-28, 2012 and is an annual event held in the spring. The three-day culmination of events highlights 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 3jayproductions.com.

Contact Information: PR Director | 888-569-1114 ext 0006 | styleexhibition@gmail.com