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Gen Art Returns With Fresh Faces Fashion Show



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Photo: Todd Williamson/WireImage.com

By Alesandra Dubin | Posted October 25, 2011, 12:59 PM EDT

Gen Art, the national organization dedicated to showcasing emerging arts talent, folded in 2010, and then returned in February under the ownership of Sandow Media. Back, too, is its annual fashion show, Fresh Faces in Fashion, held at Vibiana on Saturday, closing out Style Fashion Week L.A. The show, presented by Moroccanail with Zoe Saldana as host, drew a capacity crowd of 800 for a cocktail reception that highlighted accessory designers Iman Toloui, Plomo, Sticks & Stones, and TomTom, followed by a fashion show showing off the runway debut from women's ready-to-wear designers 71 Stanton, Dear Creatures, Funktional, Odylme, Stand and Deliver, We Are Handsome, and Chambers. An after-party followed in the venue.

"There are so few programs that provide emerging designers with an opportunity to showcase their work for free. When the program went into hiatus last year, it left a real hole in the industry and L.A. Fashion Week overall," said Gen Art co-president Elizabeth Shaffer. "Thousands of designers have applied to participate in Fresh Faces over the years, so we are thrilled to be able to provide a platform for some of these talented designers each season. When we announced we were bringing Fresh Faces back, we received tremendous support from the industry as well as [from] our corporate partners. The challenge was pushing ourselves to ensure the show not only met our supporters' expectations but surpassed them."

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