

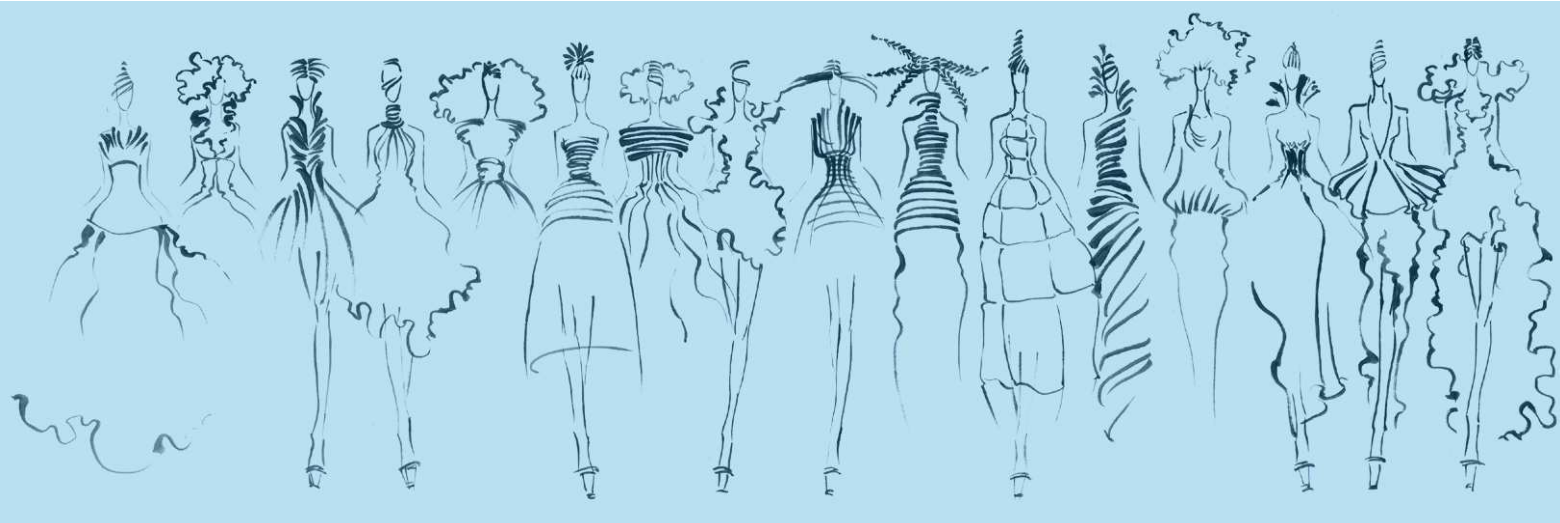


MELEZ.Mode - „Internationale Modekunst“ Essen for the RUHR.2010 – European Capital of Culture

RUHR.2010 is inviting Fashion Artists worldwide to participate in the project „International Fashion Art“!

In October 2010, 5 countries will present Fashion Collections in an international Fashion Show on stage at the "Jahrhunderthalle Bochum".

We ask Fashion Artists from all countries to apply for participation with a short vita, brief collection concept and photos.



The show „International Fashion Art“ tells textile stories – diverse, unique and surprising.

The art of clothing is a universal and easily accessible creative language – everywhere on earth people cover, wrap and veil in their very unique ways. Fashion Art from foreign countries shows personal expressions: beauty, aesthetics, humor, peculiarity and unexpected discoveries.

The qualification of the international fashion collections is their uniqueness, their inspirational richness and the quality of their tailoring.

All designers have a common element – they manage to bridge contemporary fashion and traditional awareness. They are brave enough to combine uniqueness with modern expression, creating contemporary styles yet remaining true to their artistic origin.

Much as in "Haute Couture", the highly refined tailoring, styles of the Fashion Show "International Fashion Art" are exquisite and one of a kind. These hand-made fashion treasures are thus authentic pieces of art, inspired by traditional colors, shapes, fabrics and tailored with modern finishing techniques. Dresses range from opulent evening wear to modern reduced couture. Unusual accessories, distinctive jewelry, outstanding hairstyles and ethnic music will accompany the outfits on stage.

We encourage each participating designer to bring along to Germany ready-to-wear styles of the same collection line as well as accessories for sale.

European designers with international inspirations are welcome as much as designers working internationally, who run local fashion projects with authentic inspirations, combining modern tailoring techniques with artisan expertise.

European Capital of Culture RUHR.2010

The European Capital of Culture year in the Ruhr Metropolis will start officially with a festive opening ceremony beginning of January 2010. Throughout the whole year, lots of exciting projects, festivals and exhibitions will take place which shall radiate far beyond the year of 2010. We invite everyone to participate and to celebrate with us the European Capital of Culture year.

www.ruhr2010.de

MELEZ – Stories of Coexistence

MELEZ.Fashion offers challenging fashions from all over the world. MELEZ aims at networking, supporting and linking as many different actors of different cultural backgrounds as possible.

<http://www.essen-fuer-das-ruhrgebiet.ruhr2010.de/en/program/projects/bridges/melez.html>

Partner of the project "International Fashion Art" is the Goethe-Institut Cairo/Alexandria.

One of the collections is produced in Cairo and the Sinai mountains.

Fashion Artists, who wish to participate in the Fashion Show "International Fashion Art" by taking to Germany 20 to 30 outfits and a small prêt-à-porter collection for sale, please send your application documents (short vita, brief collection concept and photos) via email.

Deadline: 31 Oct. 2009

Please send your file to the following email: sukuemper@hotmail.com

15 Oct. 2009

Susanne Kümper

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