

944 PICKS

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WHAT'S NEW

GEN ART'S FASHIONSCAPE

After years of putting on their marquee runway event, Fresh Faces in Fashion, Gen Art will be doing something different this time around. Re-christened "Fashionscape," this year's event is a presentation that will still include emerging Florida-based fashion talents. Based on the format that was a great success in New York (pictured above) and Los Angeles, Fashionscape will present designers' collections on live models in a series of stylized vignettes in the Delano's magical garden. Presentations allow for a closer, longer look by interested parties, as opposed to the blink-and-you-miss-it sashays down the catwalk. The new format could bode well for fashion newbies

John Schoeman of John David Collection and Claudia Estrada of Claudia e, who will both be showcasing their lines this year. In order to be considered, designers must meet certain criteria, which include being residents of the southeastern U.S., having created a complete collection and having merchandise available for purchase in at least one boutique. Well-known alumni from various Gen Art fashion events include now-successful designers Zac Posen, Karelle Levy, Uli Herzner, Peter Som, Shumaq, Shaiken and Rebecca Taylor. Come April 14 to find out who will be next.

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