



FOR IMMEDIATE RELEASE
January 7, 2005

Press contacts:

Zach Eichman/7th on Sixth
Phone: (212) 774-4307
Email: Zeichman@IMGworld.com

Jeanne Sullivan/GMCVB
Phone: (305) 539-3104
Email: Jeanne@GMCVB.com

Suzette Espinosa/TARA, Ink.
Phone: (305) 864-3434 ext 24
Email: Suzette@taraink.com

**IMG'S 7TH ON SIXTH AND THE GREATER MIAMI CONVENTION & VISITORS BUREAU
ANNOUNCE A NEW INTERNATIONAL FASHION EVENT IN MIAMI**

Miami, Florida, January 7, 2005 – 7th on Sixth, a division of IMG, and the Greater Miami Convention & Visitors Bureau (GMCVB) announced today details of a dynamic swimwear fashion event to take place July 16 to 20, 2005. The series of fashion shows, titled **SUNGLASS HUT SWIM SHOWS MIAMI presented by LYCRA®**, will bring principals in the swimwear, fashion and lifestyle industries to Miami and will be the newest addition to IMG's global portfolio of high profile fashion events.

The details of the event announced today are:

Official title: **SUNGLASS HUT SWIM SHOWS MIAMI presented by LYCRA®**

Dates: July 16 - 20, 2005

Event location: The Raleigh, Miami Beach

Event logo: *See attached*

When the GMCVB originally approached IMG and 7th on Sixth about bringing a high profile fashion event to Miami, Fern Mallis, Executive Director of 7th on Sixth and Vice-President of IMG immediately saw the potential for a swimwear fashion week, along the lines of Olympus Fashion week in New York and Mercedes-Benz Fashion Week in Los Angeles. "With more and more designers creating or licensing swimwear lines there is

a definite need within the international fashion industry for organized runway shows," she says, "upscale swimwear is heating up and we are thrilled at the opportunity to create a new event in the greatest possible location: Miami."

Bill Talbert, CEO of the GMCVB, said, "The beach and resort lifestyle is what Miami is known for, and with so many players in the fashion industry choosing to work and play here, a swimwear event of this scale is the logical next step. An event of this magnitude, produced by the most respected name in the industry, aligns perfectly with our brand strategy for the destination."

With Sunglass Hut as the event's title sponsor, along with presenting sponsor LYCRA®, the shows will feature the best swimwear, resort wear and the hottest fashion accessory; sunglasses. In the style of the Bryant Park tents, individual designers, who will be announced in 2005, will showcase their collections through full-scale runway shows throughout the week in Miami, the location poised to become the epicenter of the swimwear industry.

About 7th on Sixth and IMG

7th on Sixth was created in 1993 to organize, centralize and modernize the American Collections and provide a platform for American designers to become players in the global fashion business. Acquired by IMG in July, 2001 from the Council of Fashion Designers of America (CFDA) it was the first organization in America to offer designers state-of-the-art venues, an experienced production team and maximum exposure through a wide variety of marketing benefits and advertising opportunities.

Now, as the producers of Olympus Fashion Week in New York and Mercedes-Benz Fashion Week in Los Angeles, 7th on Sixth has an unprecedented reach to thousands of buyers, retailers and members of the national and international press from 32 countries and their events generate thousands of articles and hundreds of hours of television coverage a year. Internationally IMG Fashion and 7th on Sixth produce, manage and/or represent international fashion properties including: Fashion Fringe (London), Lakmé India Fashion Week, Milan Fashion Week, Paris Fashion Week, São Paulo Fashion Week, Thai Supermodel Search, Tokyo Collection Week and Toronto Fashion Week.

About GMCVB

The Greater Miami Convention & Visitors Bureau (GMCVB) is a non-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. For a vacation guide visit our website at www.MiamiAndBeaches.com or call 1-888-76-Miami (US/Canada only) or 305-447-7777. To reach the GMCVB offices dial 305/539-3000. Meeting planners may call 1-800-933-8448 (US/Canada only) or 305-539-3071 or visit www.MiamiMeetings.com.

###