



**FOR IMMEDIATE RELEASE**

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**7<sup>TH</sup> ON SIXTH ANNOUNCES THE FIRST ROUND OF DESIGNERS FOR  
SUNGLASS HUT SWIM SHOWS MIAMI PRESENTED BY LYCRA®**

**Poolside cocktail reception held to celebrate the announcement at Andre  
Balazs's newest New York hotel: QT**

**Designers to show at event held in Miami, July 16 to 20**

New York, NY, April 14, 2005 – In connection with a reception tonight in New York City, 7<sup>th</sup> on Sixth Executive Director Fern Mallis announced a preliminary list of designers showing during the *Sunglass Hut Swim Shows Miami presented by LYCRA®* event this summer at The Raleigh hotel in Miami Beach.

The designers expected to show to date include **BCBG Max Azria, Carmen Marc Valvo, Cosabella Mare, Esteban Cortazar, Gideon Oberson, Inca, JLo by Jennifer Lopez, Juicy, Miracle Suit, Norma Kamali, Rosa Cha** and **XOXO**. All will show in a series of approximately fifteen runway shows focusing on 2006 swimwear and resort collections. Scheduled to begin in the early evenings from July 16 to 20 at venues around the pool of The Raleigh in Miami Beach, the designer shows are the latest addition to the world class fashion weeks 7<sup>th</sup> on Sixth produces in New York and Los Angeles.

“We couldn’t be more thrilled with the designers we are announcing today, they represent some of the best of the swim and resort designers” said Ms. Mallis.

“*Sunglass Hut Swim Shows Miami presented by LYCRA®* will become the next

international fashion destination, in the greatest American city for this market: Miami.”

When the Greater Miami Convention and Visitors Bureau originally approached IMG and 7th on Sixth about bringing a high profile fashion event to Miami, Mallis immediately saw the potential for a swimwear fashion week, along the lines of Olympus Fashion week in New York and Mercedes-Benz Fashion Week at Smashbox Studios in Los Angeles. “All of our partners are perfect for this event” she continued, “Miami as the perfect location, LYCRA® is an obvious ‘fit’ and of course Sunglass Hut carries the must have accessory: designer sunglasses.”

7<sup>th</sup> on Sixth produces Olympus Fashion Week in New York and Los Angeles’s Mercedes-Benz Fashion Week at Smashbox Studios. Through its parent company, IMG, 7<sup>th</sup> on Sixth and IMG Fashion produce, manage and/or represent international fashion properties including: Fashion Fringe (London), Lakmé India Fashion Week, Thai Supermodel Search, Toronto’s L’Oreal Fashion Week and many others.

7<sup>th</sup> on Sixth’s reputation and expertise provides 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 every season.

A full lineup of designers for the shows will be announced in June, 2005. For more information, including travel and press registration, please visit us on the web at [www.sunglasshutswimshowsmiami.com](http://www.sunglasshutswimshowsmiami.com).

#### About 7<sup>th</sup> on Sixth and IMG Fashion

7<sup>th</sup> 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.

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