

# International Fashionistas Bring East and West Together in Fashion Extravaganza



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Winter blues put somewhat of a damper on the fashion events scene in Manhattan.

Yes, there were still plenty of shows, but the

energy level and enthusiasm was lacking. So, when spring finally arrived, optimism and electricity was in the air and New Yorkers wanted a fabulous event that was above-and-beyond, to celebrate. On Monday, April 7, 2014, a warm, but rainy spring evening, the very popular online fashion magazine, **InternationalFashionistas.com** returned to the scene with a fashion soiree unlike any other. Socialites, business professionals, press and VIPs in the fashion and entertainment industries came out in droves for the 'East meets West' fashion show, directed and choreographed by International Fashionistas' founder/CEO, Elle Madrona. The event took place at **EVR Lounge** in mid-town Manhattan and was produced by **Urban Gypsy Productions** in collaboration with Chance Spiessbach of **Chance TV**, and special participation by nightlife impresario, **Herbert Fox** and **David Shapiro**, founder of NYC's leading social and business networking group. Between these four event and social networking powerhouses, dubbed "the Event Dream Team," a truly international crowd of over 300 all meshed together for one spectacular event to celebrate International fashion and the launch of Madrona's book, *The Look*, which features beautiful women of the world exploring the world of fashion.

Pre-show, there was a flurry of activity up on the mezzanine level. It is here that hair and makeup team, Michelle Parkes of **Core Salon** and Holly Brewer of **Holly Cat Cosmetics** held court. They worked their magic together, along with assistants, Averi Herring, Heather

Zipco, Stephanie Castoro, and Abigail Van Oudenarin, to create a dramatic cat eye with added touches of gold outline. In addition to the cat eye, oranges and corals from this year's spring trends were used for lips, accompanied by a big bold brow. "I used Holly Kats Latin lover which is an orange hue with a mineralized finish to capture that bold lip. For the brows I combed up all the hairs lining each brow to create a thicker brow," explained Holly Brewer. Anyone that has met Elle Madrona knows that she is very chic and very elegant therefore, an up do was in order for the female models. Hair stylist Michelle Parkes took inspiration photos sent to her by Elle, and created the elegant hair style for the female models. "The hair trends that are in right now are braids, buns, big hair, high pony's... I decided to capture three of those trends in my look by creating a big bun that sat on top of the head that had a fishtail braid wrapped across the front of it to add an exotic look," she said. Models and staff assistants snacked on food catered by Blue Velvet/**UWay Café** and checked out their gift bags, generously supplied by **Angela Christou Consulting** as they waiting for the big moment, while show assistant, Rachelle Swan coordinated the press interviews.

Elle Madrona, the star of the evening, looked every bit the fashionista in dress by Natasha Berezhnaya. Celebrity red carpet host Chance Speissbach worked the room, as only he can do, making everyone feel at home. This was definitely something fresh and new from your typical fashion show event. The atmosphere was that happiness and excitement and everyone was in a positive mood, despite the rain. As **DJ Erika Hamilton** switched from the upbeat club music to dramatic music from the "Last of the Mohicans" soundtrack, actress and host Amanda Greer, went on to introduce the opening act by Kriska Belicano, who performed The Legend of Sarimanok (the Golden Bird), a dazzling tribal dance from the southern part of the Philippines. The crowd, memorized by the performance, stood still and speechless as Amanda Greer announced, "Ladies and gentlemen, I bring to you, East meets West!" The show began featuring chic fashionista models who wore Mindanao Exotica-inspired gowns from the southern part of the Philippines (East) designed by Boy Inigo, as well as glamorous cocktail dresses (West) from designers such as Ernie Villamin and Sony Boy Mindo, along with fashion statement eye wear by Mercura NYC. Handsome male fashionistos representing many different nations graced the runway, giving the female attendees something to admire. Special show participation by EricAndrew NYC socialite, Susan Korwin - Published Author, Life and Style Consultant and Certified Life Coach - and her husband Dr. Robert Korwin added to the excitement of the evening.

After the show, guests had more opportunities to pose for photos and take a look at

Madrons's new book, *The Look*. VIP guests were given gift bags provided by **The Warrick Hotel** while the party continued with dancing, mingling and just celebrating being fabulous New Yorkers.

When asked post-show what she thought of the event and turnout, Elle Madrona gave this message. "I would like to thank everyone involved with International Fashionistas' East meets West Fashion Show and Book Launching. It was an incredible evening. Without you guys, the show would not have been as fabulous. Thanks Urban Gypsy for coordinating and believing in me, and to actress Amanda Greer, who is always there to support me. The Korwins, my beloved couple. To all the models, you did an outstanding job. Michelle Parkes, oh how you made the hair so beautiful and Holly Brewer, what a great job on the their make-up. Thank you all."

And, of course, the question of the day is what is International Fashionistas up to next? "We are busy selling our first edition of *The Look*, and **InternationalFashionistas.com** will bring you the best-of-the-best for the second edition. We are also planning exciting editorial shoots on the other side of the world, working with Bergdorf on a project, and a special article coming out to be announced later this year."

### **What a fantastic night!**

To see photos from the event, visit the International Fashionistas **Facebook Fan Page**. Credit for the video featured in the article goes to film director, **Jabari Clarke-Pennegan**.

Suggested by the author

[Fashionista Elle Madrona hosts InternationalFashionistas.com Launch Party](#)  
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