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FOR IMMEDIATE RELEASE

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***DRESSED 2011* - ATLANTA'S INTERIOR DESIGN & ARCHITECTURE COMMUNITY'S FASHION SHOW & CHARITY EVENT OF THE YEAR!**

ATLANTA - The Georgia Chapter of the International Interior Design Association (IIDA Georgia) is proud to announce its 2nd Annual ***Dressed*** Fashion Show to be held on Thursday, May 12, 2011. The **International Interior Design Association** (IIDA) is a not-for-profit professional networking and educational association that “works to enhance quality of life through excellence in interior design and to advance interior design through knowledge, value and community. Based on the success of the previous year’s undertaking, IIDA Georgia decided to make *Dressed* one of its signature events. *Dressed 2011* is chaired by Derek Rusch (DRusch@dekalboffice.com) of **Dekalb Office** (<http://dekalboffice.com/>) and Marcus Jackson (marcusjackson@caliberenterprises1.com) of **Caliber Enterprises** (<http://calibereliteconsulting.com>) and <http://calibermodels.com>).

Dressed is the chapter’s largest annual event and pairs Atlanta’s most talented interior designers and architects with the architectural and design (A&D) industry manufacturers to create one of a kind and wearable garments out of non-traditional materials for a runway extravaganza like no other. Teams of 2-6 designers are challenged to construct a highly unique garment made almost entirely from their sponsoring manufacturer’s products including: wall coverings, flooring materials, deconstructed contract furniture, paint and more. The sky is the limit as these designers test their imagination to create articles of clothing from materials traditionally used to create buildings.

The theme for this year’s event is: *Dressed in the Garden of Eden*, and teams are challenged to construct their garments with a conceptual and abstract interpretation of said theme. Garments have to feature 60% of the manufacturer’s product and are judged on Construction, Creativity, Detailing, Use of Materials, Originality and Wearability. Call for entries will begin on January 14, 2010 and the initial sponsorship drive is underway. Sponsorships are still available, and if interested in becoming a *Dressed 2011* sponsor, please contact Jeremy Davis (jdavis@asdnet.com) for opportunities.

With the anticipation of over 350 designers and manufacturers participating and attending, *Dressed* is one of the largest industry events of the year, and this year’s committee aims to share the extravaganza with the local community in an effort to bridge the gap between the A&D Community and the general population in Georgia. Come out and support design excellence while enjoying a fabulous evening. Please visit IIDA Georgia’s website (www.iidageorgia.org) for more information and contact us at iidaatlantadressed@gmail.com.

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