



April 6, 2012

FOR IMMEDIATE RELEASE

Contact: Heather Thagard
404.401.2434
pr@iidageorgia.org

DRESSED 2012 – Fashion Show Planning is in Full Swing!

ATLANTA – Planning for *Dressed*, the IIDA Georgia’s largest annual event, is in full swing. One of the major differences with this year’s event is that the models will be a representative from the design team. Another departure is that design teams will be consulting with hair and makeup artist directly, if not doing it themselves! We are calling this new directive “Getting back to the basics”.

On Thursday March 22, 2012 all garment teams assembled at the *Teknion* showroom for the **Dressed Charette**. At the Charette, garments teams were greeted by the Dressed Chair, Derek Rusch (derek.rusch@teknion.com), and Co-chairs Bry Ayers (bayers@idea-span.com) and Michael Talbot (mtalbot@heery.com) and had the opportunity to meet and greet the official Dressed judges. Judges were able to view the teams’ garment progress and offer critique in refining the styles; the Charette was well received by all in attendance.

This year’s event will be held at *The Atlanta History Center* on Thursday, May 10, 2012 and sponsorship opportunities are still available. If interested in becoming a *Dressed 2012* sponsor, please contact Hilarie Robbins @ hrobbins@ceofga.com . Tickets are on sale now and can be purchased via the IIDA Georgia website (www.iidageorgia.org), and for more information, contact us at dressed@iidageorgia.org . Come out and support design excellence while enjoying a fabulously fashionable evening.

###