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Second Annual Electric City Couture Fashion Show Highlights New and Established Local Designers

Friday, May 20, 2011 / 7:00 PM | Proctor's GE Theatre | Schenectady, New York

In conjunction with the 4th anniversary of Schenectady Art Night, Proctors is proud to present the 2nd Annual *Electric City Couture Fashion Show* featuring up and coming Capital Region fashion designers. The evenings activities will include showcasing signature collections as well as a fashion competition for the *Best of Broadway* category. Lead designers this year to include **Joleen Button** and **Katie Pray**, both of regional fame (see more info below). Master of Ceremony for the event will be **Kristi Gustafan**, Style / Trend Blogger and Staff Writer for the Times Union.

"Electric City Couture is designed to celebrate art in the form of fashion..." comments Joleen, "providing a platform to exhibit up-and-coming designers of the Capitol Region."

"Last year had a packed house at about 400 People..." said Mitch Messmore, "The show was fantastic, the designers were on the top of their game."

In addition, the fashion competition *Best of Broadway* will be judged by 5 Capital Region luminaries, who together bring a unique perspective of theater and fashion.

Marissa Jacks - Sports Caster, YNN
Richard Lovrich - Art Director, Proctors Theatre
Ann Parillo - Talk Show Host, Open Stage Media
Natalie Sillery - Owner, Saratoga Trunks
Kim Vanyo - Owner and Lead Designer, Khymany Studio

Best of Broadway judging criteria will include 5 categories including: **1.** Inspiration; (*piece should have a direct inspiration from Broadway*); **2.** Creativity; **3.** Quality and Construction; **4.** Use of Color and Fabric; and **5.** Presentation

Other designers participating in the show include: **Van Demps**, **Jenn Dugan** of *Jen's Creative Outlet*, **Rana Condor Fayez**, **Sara Johnson**, **Erika Klein**, **Kristina Maldonado**, **Jenny McShan** and **Lorraine Murphy**. Live DJ music provided by Schenectady based, **Dee Jay Ofi** and Projection Visuals by **VJ Roy Buckley**. Surprise guest appearances including dance and musical acts to be announced in the upcoming week and/or the night of the event.

Joleen Button - 'Lady Button' has won awards locally for her work and has been featured on *Ann Parillo's Schenectady Today Show* on OSM, the *All Over Albany* website, and *The Sage College's Alumni Magazine*. In 2009, Joleen won Albany's *Project Larkway Fashion Competition*, additionally she has been featured at RPI Fashion Shows and recently served on the panel of judges for the *High School Regional Art Exhibition* and the *Media Arts Festival*. Button founded and coordinates Proctor's annual fashion show, *Electric City Couture* as well as fashion show segments in their Variety Shows. In 2004, she won a scholarship to study abroad in Paris, where she worked backstage at couture fashion shows. For more information visit www.joleenbutton.com.

Katie Pray - Winner of the 2008 Albany Project Larkway Fashion Competition, Katie has had design features in Upstate Magazine and recently worked with emerging NYC stylist Colin McDonald. In March 2011, Katie was selected by Burdastyle and ETSY to show in their DIY Fashion Show during the SXSW Festival in Austin, TX. Pray participated in the 2011 Wearable Art Runway Show at Möbius in Boston. She is also excited to announce the recent launch of her prom gown line for Rockabella Boutique in Saratoga Springs. Recently, Katie graduated out of her home to a new workspace / studio in Green Island. For more information visit www.katiepray.com.