



## News

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### **Philadelphia University fashion design students to showcase “Springtime in Paris” fashions at Philadelphia International Flower Show**

PHILADELPHIA, March 1, 2011-- Sixteen gowns designed by Philadelphia University fashion design students will be featured next week as part of *Springtime in Paris*, PNC’s 2011 Philadelphia International Flower Show. This year’s show will celebrate fashion, fragrances and flora that exemplify the height of Parisian influence.

The Philadelphia International Flower Show will transport some 250,000 winter-weary guests to the romantic and stylish streets of Paris, through acres of remarkable gardens, cafes, parks and floral displays. The show will be open to the public March 6 to 13 at the Pennsylvania Convention Center.

“Fashion and design have long been a part of the Philadelphia International Flower Show,” said Pennsylvania Horticultural Society President Drew Becher. “This year, we are excited to incorporate signature Parisian elements and style that reinforce our 2011 theme, *Springtime in Paris*.”

What better way to include fashion than to call in some of Philadelphia’s best student designers? PHS recently forged a new partnership with Philadelphia University to bring haute couture to the Flower Show. Show organizers selected 16 dresses created by students that will be featured at the show and used as inspiration for companion floral designs.

Student designers who will be exhibiting at the event include Christi Jefferson, Kaitlin O’Leary, Anfisa Sokolova, Rachel Wendling, Jennifer Hawrylak, Jennifer Lanyon, Katherine Possage, Katherine Carlton, Kaitlyn Doherty, Cecily Salinas, Marisa Silva, Victoria Harris, Johanna Kozak, Alison Lehman and Arielle Salkowitz.

“These are some of the best fashion students in the country. We’re looking forward to seeing what this talented fashion group inspires in the floral designers,” said Show Designer Sam Lemheney.

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Clara Henry, director of Philadelphia University's Fashion Design Program, said partnering with the Flower Show will highlight the creative energy that flourishes on campus. "We are thrilled to be part of such a premier event and to work with an extraordinary group of people."

The dresses and accompanying floral designs will be rotated every two days and featured in the Artistic Divisions of the Flower Show. The Show dress competition, aptly named "Haute Couture," is one of dozens of amateur flower arrangement displays that will be judged on Saturday, March 5.

"I feel very grateful for being selected to be a part of such a beautiful and inspiring event," said PhilaU fashion student Victoria Harris. "Flowers have always been one of my favorite sources of inspiration from nature. I cannot wait to see how the flower designer interprets and is inspired by my gown."

Harris' design was inspired by ancient African cultures and religions as well as their art, philosophy and tribal designs. Various tribes in ancient Africa believed in using spiritual intentionality when creating art and design. Harris' flower show gown was designed to promote peace, unity, and equality in Africa.

Kaitlyn Doherty, another student designer, said, "I was very excited to be chosen to participate with some of my fellow classmates. We all worked extremely hard on these garments and it is nice to see all that hard work pay off," she added. "I have been to the flower show a few times when I was younger, and I am excited to see it again, especially with the dresses on display."

The Philadelphia International Fashion Show is the nation's premiere horticultural event, an award-winning destination consistently ranked in North America's Top 100 events; featured in the best-selling *1,000 Places to Visit Before You Die*; and known throughout the world as a must-see for flower and garden lovers.

For more information and to purchase tickets, visit [www.theflowershow.com](http://www.theflowershow.com).

### **About Philadelphia University:**

Philadelphia University, founded in 1884, is developing the model for professional university education in the 21<sup>st</sup> century. With 3,500 students enrolled in more than 60 undergraduate and graduate programs, the University focuses on professional programs that prepare students to be leaders in their professions, in an active, collaborative and real-world learning environment with a strong foundation in the liberal arts. Philadelphia University includes Schools of Architecture, Business Administration, Design and Engineering, Liberal Arts and Science and Health.

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**About the 2011 Philadelphia International Flower Show:**

PNC presents the 2011 Philadelphia International Flower Show, the world's largest indoor flower show and the premier horticultural event in the U.S. Admission, which includes access to world-class floral and landscape designs, culinary demonstrations, family activities, shopping and entertainment, benefits the nonprofit Pennsylvania Horticultural Society (PHS). Ticket sales will support PHS's new initiative to plant one million trees throughout Pennsylvania, New Jersey and Delaware, and expand its City Harvest program that brings thousands of pounds of fresh produce to hundreds of families weekly throughout the growing season. View the "Springtime in Paris" video preview and purchase tickets online at [theflowershow.com](http://theflowershow.com).