

Style LA, Presented by CUUR- Use It to Lose It, Fund Raising Fashion Show for Stop the Violence/Face the Music! - Fashion For A Good Cause

By Erika Gadson



Poolside, Viceroy Hotel, Santa Monica

Produced by the well-known fashion and events firm TMG International, the Style LA runway show was held this past Monday at the Viceroy Hotel, Santa Monica in order to raise funds for the national entertainment charity Stop the Violence/Face the Music founded in 1992. Since the non-profit organization began it has been dedicated to providing counseling and messages for anti-violence, crime and substance abuse through the use of educational programs, music, and television campaigns, and has acquired support from the broadcast and recording industries and is supported by much esteemed media companies such as WARNER BROS., MTV, and BILLBOARD.



Monique Leshman (left), Sonia Vera Swimwear (right)

Eight swim and resort designers showcased their latest swimwear via an over-pool catwalk as Shiva Rose McDermott and Samantha Harris of E! Entertainment and David (Nino) Rodriguez co-hosted the event. Other celebrities in attendance included Ana Ortiz of "Ugly Betty", Judy Reyes of the hit show "Scrubs", Kelly Carlson of "Nip/Tuck", Constance Marie of "George Lopez Show", Monique Coleman of "High School Musical", Joey Gilbert (professional boxer and middle weight champion) of NBC's "The Contender," and Shea Vaughn (CEO of SheaNetics) to name a few. Valerie Waters, was also there as a supportive speaker to introduce to guests the presenting sponsor, CUUR, as she recommends this all-natural weight loss supplement to some of

Hollywood's hottest A-listers.



John Galliano



Vitamin A, Edwards Lowell Furs (left), Ami Sanzuri Swimwear (right)

The gorgeous models of Next Model Management including John Galliano, Christian Lacroix, Nina Ricci, Gottex, Kenzo and others, showcased both 2007 and 2008 lines in front of well over 500 entertainment and fashion industry guests. The models stomped the runway with style and grace wearing the latest bikini, one piece and summer fashions. (The show was so exciting, and yes I wished I was struttin' that runway with the rest of them!) As you entered the crowd was already packed lined up against the pool area. Tall and short people alike were standing on their tipy-toes to get a peak at the model strutting down the runway. Those standing in the back were seen swaying back and forth trying to catch a glimpse of all the commotion. If it was models in bikinis those in the back wanted to see they didn't have to worry about missing them altogether being that CUUR also had their models mingling through the crowd in their fashionable all-white bikinis while promoting positive body image.



Gottex (left), Plush Denim (right)

At the close of the show it was a privilege (not to mention a whole lot of fun) to be a part of the VIP crowd who was invited to visit the poolside cabanas to sip on cocktails (the sponsored drink of the evening being Hpnotiq) and sample the sponsors' beauty and fashion products. Those handing out samples of their product were CUUR (the presenting sponsor) the new diet product from Sweden, and supporting sponsors 10 Thousand BC Water, Bolo Footwear and Opalescence Tres White Supreme. "CUUR is excited to be the presenting sponsor for Style LA. We believe in giving back and know our corporate donation will help make a positive impact on the people who benefit from the Stop The Violence/Face the Music charity," says CUUR President, Gwen Kent. Other contributing sponsors included Ziba Beauty, Floris of London, Amarin Aromatherapy and IZZE.



Christian Lacroix (left), Claudie Sung (right)