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## **For Immediate Release**

### **2018 Bermuda Fashion Festival – Maybelline Evolution Retail Show**

Hamilton, Bermuda – 5 July 2018

On Sunday night, the runway under the mega tent on Front Street in No.1 car park will roar to life with the Bermuda Fashion Festival's Maybelline Evolution Retail Show. Thirteen local retailers from across Bermuda, with the help of more than 150 local models, will take to the catwalk to showcase the latest styles and trends currently available in their stores.

Festival Executive Producer, Danilee Trott said of Evolution, "The name, Evolution, has become synonymous with the Festival. From day one, back in 2010, before this event was ever branded as the Bermuda Fashion Festival, we featured the local retailers and salons around Bermuda. It's all about community involvement and giving boutiques and salons a platform where they can show the public what they have to offer in their stores. Over the years, the Festival has 'evolved' to include an international aspect yet Evolution still remains as one of the biggest highlights of the Festival and an ode to our local community, especially because we offer it as a free event.

The Evolution Retail Show saw its inception in 2011, the second year of the Festival and since then, retailers have been clamoring to be included in the event due to the invaluable exposure it provides. Paula Clarke, CEO of longtime participant, Gibbons Company and chairman of the retail division of the Chamber of Commerce said of Evolution, "Everyone in fashion retail is excited about the upcoming Evolution Fashion show this weekend. Fashion teams, designers, buyers, models, make-up artists, hair stylists and production specialists have spent months planning and preparing for this annual event, now in its 8th year. Bermuda should take pride that the City of Hamilton are hosting this world class fashion event. By industry standards the Evolution Retail Show is top notch, the event provides a spectacular platform to showcase the best of fashion, fashion accessories, style and most of all fashion attitude. It takes the best Bermudian models to pull this off and we know we have the diversity in looks in our community to accomplish it. Does fashion matter you may ask? Absolutely it does! Clothes and how we wear them defines us, it provides individuality, gives us a glimpse of our personality, tells the world we have a meaningful part in it, gives us confidence; fashion is a vital part of our daily life. We are so lucky Bermuda, the Evolution Retail Show, right in the center of Hamilton with one of the most beautiful harbours in the world as a backdrop."

The 2018 Maybelline Evolution Retail Show is dedicated to the memory of Ronnie Baksh. Ronnie was another long-time participant in Evolution with his menswear store, The Edge. Always one for a keen eye for detail and fine tailoring, Ronnie slipped behind the scenes over the years and became an integral part of the Festival, lending his expertise and guidance. Lamont Robinson of the JaKoma Group, one of the Festival partners and close friend of Ronnie's, said of his contribution, 'I don't think the Festival would be the success it is today if we hadn't had Ronnie on board all these years as a collaborator and contributor. He brought so much to the table with his great ideas and guidance. I can't think of a better way to honour our friend than by dedicating Sunday night's runway show to him.'

The Maybelline Evolution Retail Show hits the runway this Sunday night at 6:30pm under the mega tent in No.1 car park. The public is encouraged to bring chairs and enjoy this free community event. There is a limited number of preferred and VIP seating available for purchase on [www.ptix.bm](http://www.ptix.bm).

For more information about the Bermuda Fashion Festival visit the official website at [www.bermudafashionfestival.com](http://www.bermudafashionfestival.com).

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