

For Immediate Release

2018 Bermuda Fashion Festival

International Designers

The City of Hamilton announces the five overseas designers confirmed to participate in this year's International Designer Show on Thursday, July 12th at the Bermuda Fashion Festival under the mega tent on Front Street.

Project Runway alum, Michael Costello, returns with a brand new collection. Michael was in Bermuda for the 2017 Festival and featured at the Fashion Expo but this year he will be gracing the main stage at the International Designer Show. His celebrity clientele includes Lady Gaga, Meghan Trainor, Jennifer Lopez, Beyoncé, Nicki Minaj, Gwen Stefani and Queen Latifah, just to name a few. A Project Runway, Season 8 favourite, Michael began to gain notoriety after the show but he credits dressing Beyoncé for the Grammy Awards as the turning point in his career. Michael is also a participant in the Mentor Program this year and has taken local designer, Desireé Riley, under his wing as he helps her prepare to debut on the Bermuda Fashion Festival runway.

Lisa Nicole Cloud, star of Bravo TV's 'Married to Medicine', is a powerhouse in the entrepreneurial world. She is an author, a motivational speaker, a direct sales expert, the founder of the Women's Empowerment Network and since 2013, a fashion designer. Her fashions can be described as 'boardroom chic' which can then easily translate to an evening affair; they focus on the professional woman who can also be edgy at happy hour. The Lisa Nicole Cloud Elevation Collection premiered earlier this year at New York Fashion Week and was presented by Rolls Royce. As a highly acclaimed coach, it was only natural that Ms. Cloud also take on the role of mentor. She has been paired with local designer Charda Simons as she prepares to debut her collection to a local audience in the Local Designer Show on Friday, July 13th.

Born and raised in Philadelphia, Mitchell 'Mickey' Freeman now spends most of his time in New York City. His brand, FreeMen by Mickey, is heavily inspired by history but with a futuristic flair. His line of utility kilts, shirts and jackets have garnered quite a following and he admits to collecting inspiration from his extensive travels to other cultures. Of his current collection he says, 'My latest collection represents the link between the future and the past. A warped link in the chain of events mankind knows as the space/time continuum; which oddly serves as our strength, and only hope for survival.' FreeMen by Mickey has graced the runways of the New York and LA Fashion Weeks and been featured in countless magazines from Vogue to GQ. The designer hopes that his fashions start conversations, break down barriers and redefine gender roles. Growing up in the 1990's, he was heavily influenced by designers of that time like Karl Lagerfeld and Gianni Versace as well as public figures such as Jackie Brown and the Notorious BIG. This will be Mickey's first appearance at the Festival. 'I'm thrilled to be a part of the Bermuda Fashion Festival. This will be my first time traveling there and I'm super excited to thoroughly explore its vibrant and dynamic culture with rich heritage and such deep-rooted traditions. I travel extensively around the world and my designs are influenced by different cultures so I can't wait to be inspired by such a beautiful place. It really is an honour to showcase my fashion line in Bermuda.'

Evelyn Lambert is returning to the runway with her fourth appearance at the Bermuda Fashion Festival. She is a New York based designer whose brand is defined by classic yet modern designs with a chic sensibility and attainable price point. The brand embodies the personal style and spirit of its designer. Born in Zimbabwe and cultivated in London, Evelyn had a penchant for designing clothes as a hobby from the age of 12, something passed down from her mother and grandmother. Her ambitions took her to London where she graduated with a Bachelor's Degree in Fashion Design and Marketing from Westminster College, UK. Evelyn launched her Evelyn Lambert collection in August 2008. The Ready-To-Wear collection created quite the buzz that landed the designer on the Bravo Network in the spring of 2009 when she was hired to design a line for Lisa Wu Hartwell of the Real Housewives of Atlanta Season 2. Her pioneering efforts, using vibrant, luxurious fabrics that could be functional yet fanciful brought the brand positive media reviews within the first year of launching and it has continued to grow.

Thomas Lavone is an award-winning New Jersey native fashion/technical designer and entrepreneur known for his exceptional talent in Ready-to-Wear gowns, suits and fine apparel. With over 17 years of experience, he celebrates whim with wisdom and boasts a celebrity following. In April 2012, he featured Designer for Some Like it Hot Fashion Event Bermuda UK. However one of his most recent achievements is creating the Vogue 2015 Designer Profile. Thomas LaVone's reputation is best recognized by his meticulous attention to detail. An unparalleled craftsmanship beguiles the standard with perfect lines and an exceptional fit that is clearly seen in every hand-made, one-of-a kind design. His work is striking, sophisticated and timeless. He has worked for fashion brands such as Tommy Hilfiger, DKNY, Nautica, Jones New York, Victoria's Secret, Ralph Lauren, Anne Klein, just to name a few.

The International Designer Show hits the runway on Thursday, July 12th at 6:30pm. General admission tickets are \$45. VIP tickets are \$60 and include premium reserved seating and a gift bag. A cash bar is available to all ticket holders.

The Festival offers two different *Passports to Fashion*. The Runway Tour Passport (\$130) affords you reserved seating at the Evolution Retail Show and general admission to the International and Local Designer Shows. The VIP Experience Passport (\$210) will grant you access to VIP reserved seating at all three runway shows as well as a ticket aboard the Fashion Float Cruise. The Celebrity Golf Tournament and Fashion Gala tickets are not included in the Passports. Limited Passports are available.

All Festival tickets are available on www.ptix.bm.

The Bermuda Fashion Festival is sponsored by Maybelline, L'Oréal, JetBlue, iHope Global Advertising, Evian, the Hamilton Princess & Beach Club and Great Sound Lighting & Audio Visual.

More information and details of each event can be found on the Festival website -www.bermudafashionfestival.com. Any questions regarding the Festival may be directed to bdafashionfest@cityhall.bm.

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