

Showroom International and the Bel Esprit Showroom Partner with The Lane Style House to Launch a “Style-Off” Competition

Showroom International and the Bel Esprit Showroom are partnering with The Lane Style House to launch a “Style-Off Competition during the Pop-Up Showroom: New York.

January 19, 2012 (FPRC) -- Showroom International, the online showroom for independent fashion designers and the Bel Esprit Showroom, the online showroom for international designers of ethical fashion, are partnering with The Lane Style House, an online showroom providing studio services for professional stylists, to launch a “Style-Off Competition during the Pop-Up Showroom: New York. Professional stylists will be challenged to create unique looks by combining pieces from the exhibiting collections. The looks will be photographed and voted on by industry professionals through social media, and the winning look and stylist will receive a promotional package from the showrooms and The Lane Style House. On February 19-20, 2012, the Pop-Up Showroom will bring contemporary fashion collections from the US, Europe and Africa in an exclusive setting at the Strand Hotel NYC where buyers and fashion professionals will review collections they may not find anywhere else.

Showroom International and the Bel Esprit Showroom provide independent and emerging fashion designers an online platform to display their lookbooks, media kits, and high resolution photographs to 24/7 to buyers and press around the world. The showrooms offer designers cost effective marketing to retailers and live events where designers may present their collections and meet with buyers one on one. The showrooms work with both retailers and designers to facilitate business. Retailers may work directly with designers, or forward inquiries and orders for multiple collections to the showrooms and the showroom will contact individual fashion companies. The showrooms also offer distribution services, and work to combine shipping whenever possible to reduce costs for retailers.

The Pop Up Showroom: New York will bring a select group of upscale designers from the US, Europe and Africa to the Strand Hotel during New York Market Week and present their collections to buyers and press. New York Market Week attracts over 20,000 industry professionals to trade shows being held during the week.

To enhance press opportunities for members, the showrooms have partnered with The Lane Style House, an online showroom providing studio services for professional stylists, editorial stylists and fashion editors to select apparel, accessories and shoes from emerging and innovative designers for their editorials, advertising and events. Stylists benefit from a one-stop shop to find the latest fashion for their clients and styling projects, and designers are able to promote their designs to editors, advertisers, and celebrity stylists .

Contact Information

For more information contact Terry Martin of Bel Esprit LLC (<http://www.showroominternational.com>)
215 963 9394

Keywords

[showroom international](#)

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