



For Immediate Release

New Trend-Setting Prom Styles for the 2011 Prom Season

4 Jaw-Dropping Prom Looks from the Experts at FashionClub.com!

Los Angeles, CA, March 10, 2011 - FashionClub.com is kicking off the prom 2011 season in sensational style with four exclusive looks to inspire our readers. Working closely with a celebrity fashion stylist and skilled hair and makeup artists, Art Director Harriet Grant and her FashionClub.com team created complete custom prom looks to coordinate with four global themes: Paris, Rome, the English Countryside, and New York City.

When in Rome: Rome—birthplace of the iconic Sophia Loren. Our prom look channels the grace and

I Want Candy: Delight in a sweet escape to a Parisian patisserie, where the only thing more

6cc_cZ@cj Y. -a U[]bY U'XYg_]b hY WUfa]b['9b[]g\ Vti bhfng]XYž U'nci b[' []f' dYbb]b[\Yf'ck b`cj Y story. All the romance and enchantment of her perfect fairy tale ending are illustrated in a swirling

I Heart New York: Travel to stylish, urban, modern New York City where a sequined gown dazzles like the shimmering skyline. The gentleman's attire is tailored yet edgy, combining a dapper suit with unexpected sneakers.

Prom is one of the most important nights in a high school student's life and for over eight years the experts at FashionClub.com have been predicting formalwear trends, reporting on celebrity-inspired hair and makeup, and conceptualizing original prom looks for girls and guys.

The site also features a brand new Polyvore styling tool embedded in the site for high school students to create their own prom looks, style Q&A with fashion designer and FIDM instructor Nick Verreos, our always-exciting Fairy Godmother Contest, and our annual Prom Advice Scholarship Competition!

Verreos, who launched his media career on *Project Runway*'k]` VY'hY'W'YVf]mi[i Ygh'i X[Y]b'hY' annual Prom Advice Scholarship Competition that kicked off this month. High school students can enter by designing a prom fashion line or creating a prom boutique for a chance to win one of two full-year scholarships to attend FIDM/Fashion Institute of Design & Merchandising, Nick's alma mater. The prize is valued at over \$23,000!



FashionClub.com's 2011 prom themes give our readers a heads up on the latest fashion, hair, and beauty trends for special occasion months before the actual prom. As always, our audience can rely on us as their go-to resource throughout prom season and beyond.

About FashionClub.com:

FashionClub.com is an online teen magazine sponsored by FIDM/Fashion Institute of Design & Merchandising, and the only magazine of its kind to be sponsored by a college. FashionClub.com provides homecoming style advice, DIYs, make-up tips, beauty how-to videos, creative career advice, and more. It is a part of the nationwide high school FIDM Fashion Club program and offers scholarship opportunities and contests with great prizes like designer fashion, gadgets, and tools of the trade such as sketch pads and industry magazines.

About FIDM:

With four dynamic California campuses, FIDM educates students for careers in the fashion, interior design, digital arts, and entertainment industries. To learn more about FIDM visit FIDM.edu.

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PROM 2011 CREDITS
WHEN IN ROME



On FIDM Visual Communications Student Emely R:
Dress: Gigi Designs
Gloves: Sassy South
7]fVW`F]b[`UbX`6fUW`Yhg `a U_Ya YW]WW&a
Ring: Tarina Tarantino
Shoes: Wild Rose

On FIDM Merchandise Marketing Student Octavio A:
Suit: Franklin & Gower
Shirt: Alkemy
6ck `H]Y. `5a Yf]VUb`5ddUfY`
Shoes: John Fluevog

Wardrobe Styling: Cassey Sawhill
Hair & Makeup: Karla Ticas
Art Direction: Harriet Grant
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PROM 2011 CREDITS

I WANT CANDY



On Elizabeth J:

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BYW' UW' UbX' 6fUW' Yhg 'Hf]bU' HfUbh]bc

Gloves (customized by stylist): Sassy South

Shoes: Liliana

Wardrobe Styling: Cassey Sawhill

Hair & Makeup: Karla Ticas

Art Direction: Harriet Grant

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PROM 2011 CREDITS

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On FIDM Merchandise Product Development Student Emily R:

Dress: Nina Canacci

Earrings: makemechic.com

Shoes: Hypnotic

Wardrobe Styling: Cassey Sawhill

Hair & Makeup: Karla Ticas

Art Direction: Harriet Grant

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