

Inside Seattle fashion week's launch party

Wednesday kicked off the beginning of 3 days of fashion shows for Seattle's own fashion week. The launch party was at Amber on 1st Ave in Belltown. I wasn't exactly sure what to expect when I arrived, having only been to store promoted fashion parties. As the beautiful people started to come in, it became evident who was who in this pack of glamazons.

My date and I sat back to observe the intermingling of the fashion hierarchy. The lengthy amazons entered in short dresses and heels that made their statuesque legs even more photographic. Coming in next were the stealth like photographers dressed all in black, hovering in the corners of the dimly lit Amber. The illusive designers sprinkled throughout the model wannabe's (I gave up that dream when I hit my peak at 5'2) stood proud and almost held up by the crowd, I am sure they were exhausted.

My main objective for the evening was to get an understanding of what people in the industry felt about Seattle style and after a few drinks I was sure to get some interesting answers. As the music throbbed and after a glass of courage of my own I dove into the crowd, ditching my date for a story. He was with models, he was ok. I fist spoke with one of the models, a beautiful girl from Romania who has been modeling since she was 16. Now at 21 has been photographed in D-list magazine, the October 2008 issue (she's the dead bride) and is excited to show off her walk on the runway. She felt that Seattle has its own way of expressing itself and although is no where near the fashion Meccas of the world it is still up and coming.

The second perspective was from independent fashion designer of Salvation Ware. A women's ready to wear, multifunctional line. I immediately thought of the typical Seattle woman and although Jaime was not originally from Seattle she seemed to embody the individualistic creative personality that flows through the veins of our city. I was not surprised when she said her line was environmentally friendly and admired Seattle for its ability to allow people to express their own creative sides through clothing. Seattle is fresh and open to unconventional pieces because it is so new to the scene. Salvation Ware, although still in working production sounds like a line that feels good, looks good and is good for the environment.

My last interview was my favorite. It was with **Dolores Gill of Dirty Dog jeans** and **Boen & Gill accessories de moda**. She is an international designer whose take on Seattle design was inspiring. Although, she is affluent in the international avant garde collections she is aware of Seattle's timidity for such style and designs with functional beauty in mind. Her belief is that Seattle is in an evolutionary process. It is in its second round of infancy and gradually opening itself up to more sophisticated lines. Dirty-Dog jeans have sexy lines and detailing with a bit of comfort that aids in the welcoming of a sophisticated look. Her show, which I am eager to see on Saturday will demonstrate the mix of her talents and give insight into the next evolutionary step Seattle is gradually moving into.

Since the launch party I have had the opportunity to go to the dress rehearsal of Thursday's Independent designers and must say the runway is amazing. Watch out for my next article with pictures of behind the scenes chaos of fashion and week. There are still two shows left, urban designers on Friday and the couture show with Dolores on Saturday. Don't miss this opportunity to get dressed up, get some new ideas for spring and summer and get a little eye candy with the incredible male models.