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Seattle Fashion Week: Inside and Out

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After much anticipation, Seattle Fashion Week hit runway with a show that exceeded expectations. I got a first hand look behind the scenes of the event and learned there are so many elements that go into producing a great fashion show. I was lucky to be selected as a model for Anar, Voss, Bebe, and Strut Boutique.

I was really impressed with the quality of the hair and makeup. In between walking for Bebe and Strut Boutique, the Gene Jaurez Artistic Team quickly transformed me from big sexy hair and hot pink lips to gothic forest fairy with green hair extensions and black finger nails. I had at least 8 people working on me at the same time. I felt like a race car driver going into the pits. The artistic team got me back out on the runway in record time.

Some backstage beauty favorites by the Gene Jaurez artistic team are the Eminence Echinacea Recovery Cream, Arcona Cranberry Toner, and the Gene Jaurez Pore Perfecting Primer. They also used a variety of hair products from Kerstase, Shu Umera, and Gene Jaurez. I discovered 2 new products that I now love, the Gene Jaurez custom blended foundation (pictured below on left) and the Gene Jaurez Hair Powder.

In terms of overall tools and skills, I do not think there is any other spa or salon in Seattle with the capabilities of pulling off what the Gene Jaurez team did for Seattle Fashion Week!

I am especially grateful for the opportunities that SFW created for the models, designers, and sponsors. Isaiah Whitmore is a highly talented young designer. This event was his first chance to show off his collection. He is still in school at the Art Institute and already receiving a lot of attention. He received exposure on New Day Northwest, as well as many other media outlets which will help to launch his career to new heights. Jewelry designer Whitney Stern, who recently launched her new line was very happy with the press and new clients that she met at the expo.



Gene Jaurez Artistic Team Beauty Favorites
Photo: Tricia Mann

Overall, I have to say I was blown away by how hard everyone worked to make this a great show; the Gene Jaurez artistic team, the Seattle Fashion Week team, the performers, everyone. The designers that were selected to participate in the show put together impressive collections and coordinated every detail from hand selecting the models, shoes, and accessories to present their line best. They worked fervently to the very last minute of the show adding final touches. I know first hand, as I joined the models showing up early in the am, attending practices and fittings, and then leaving late in the night, all while looking and walking fabulous. It is not an easy as it appears!

Thank you to Seattle Fashion Week for bringing such a great show to the emerald city. I know next year will be even bigger and better!

For more information on Seattle Fashion Week visit <http://www.seattlefashionweek.net>

To check out the Gene Jaurez team's creation for the New Day Show visit <http://www.king5.com/new-day-northwest/Seattle-Fashion-Week-Preview-93157199.html>

