

May 18, 2009  
Press Release

## **CHINA BOUND: PORTLAND FASHION GOES ON TOUR**

Beijing and ZhengZhou, Henan; China – Portland independent designer clothing is the star of the show during a trip to China to take the first step in showing the world the kind of passionate, innovative, design-driven talent that Portland has to offer in the fashion world.

Project Director, Kerry Yu, Vice Chairwoman of American Henan Business Association, teamed up with Assistant Director and Model, Jillian Rabe and Oregon based photographer, Leah Nash after the Henan Fashion Association signs off on a proposal for the group to bring some of Portland's leading designs in sustainable, green, organic, reconstructed and/or locally produced fashion.

“We want the world to know Portland, and we want Portland to explore the world,” Kerry states.

Over 50 Portland designer outfits were packed into 2 suitcases and carried through Beijing and ZhengZhou where the 12 designer lines toured China Fashion Week, and then held center stage at their very own press conference, designer meeting, and runway showcase.

We look forward to sharing our story with you and revealing the new doors that this experience has opened for Portland and its fashion and industry communities.

**PRESS CONFERENCE: PLEASE JOIN THE GROUP FOR VIDEO, PICTURES, INTERVIEWS, DISCUSSION, AND JUST-IN BREAKING NEWS – TO BE ANNOUNCED FOR THE FIRST TIME AT THIS EVENT.**

(Designers will also be present)

Press Conference to be held at SmashCut Studio, May 28 2009 at 7:15 PM

SmashCut Studio is located at: 1015 NW Lovejoy in the Pearl District

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