

SEAM COLLECTIVE  
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**"Forté" Event Introduces the Razor's Edge of Emerging Female Designers  
Presented by SEAM COLLECTIVE**

New York, N.Y.(August 19, 2009) – SEAM COLLECTIVE, Inc. is proud to present their innovative fashion show, "Forté," on Wednesday, October 21<sup>st</sup> at the Metropolitan Pavilion in Manhattan, featuring only the very latest emerging female designers in fashion coming together to raise money for Gilda's Club NYC. With doors opening at 7pm for pre-show cocktails, the event promises to be groundbreaking with Project Runway's finalist Kenley Collins as the headlining designer debuting her highly anticipated Spring 2010 Collection.

SEAM COLLECTIVE will also debut Spring 2010 collections from up and coming Women's RTW designers, RisSa by Marissa Erskine, an F.I.T graduate debuting her first RTW contemporary line and Elizabeth Rynish, a trained artist specializing in unique boutique clientele.

SEAM COLLECTIVE, established in 2005, began with a group of female business professionals in New York City dedicated to promoting the advancement of female designers and facilitating their growth by providing access to a wide range of resources and publicity. Throughout their endeavors, SEAM is dedicated to not only discovering fresh talent, but also nurturing the designers throughout the process so they can achieve their long-term goals.

In addition to providing support to strong and remarkable trendsetting women, SEAM also seeks to give back to the community by partnering with a charity for every event. This year's show is no exception, as they have created a powerful partnership with Gilda's Club New York City, a highly respected charity. Gilda's Club New York City creates welcoming communities of free support for everyone living with cancer – men, women, teens and children – along with their families and friends. Their innovative program is an essential complement to medical care, providing networking and support groups, workshops, lectures and social activities, all free of charge. Through this collaboration, they plan to increase awareness and donate 50% of all ticket sales to Gilda's Club NYC.

Elizabeth Rynish, Executive Creative Director of SEAM COLLECTIVE says, "We are truly providing a unique platform to aspiring designers. In doing so, we're creating a supportive community where they can grow and thrive, while having the opportunity to network with key industry professionals." She adds, "This show will be the fashion extravaganza of the season, targeting all the elite from the fashion community."

Headlining designer Kenley Collins says, "Forté will surely be the best fashion show since Fashion Week."

"Forté" will be open to the public and press, and tickets can be purchased in advance at [www.seamcollective.com](http://www.seamcollective.com). Interested media and press should RSVP to [rsvp@polinafashion.com](mailto:rsvp@polinafashion.com) and will receive complimentary press passes. However, credentials will be required at the door. For additional inquiries please contact Shari Rueckl at 646-530-8310.

Sponsors of “Forté” include TD Bank, Mona Vie, Wow Green, Princeton Endodontics, Salone Solé, Lily Pad Day Spa, DiamondHarmony.com, Massimo's Restaurant, La Piazza Ristorante, Designer Laurie Wildman & Drape Kings.

For up to date information and live links please visit [www.seamcollective.com](http://www.seamcollective.com).

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