Philadelphia University Fashion Design Students Showcase Their Creative Talents on Runway Challenge Competition on *The 10! Show*
Ten Designers – Eight Weeks of Fashion – One Top Winner!

Philadelphia, March 12, 2007 – Ten top fashion design students at Philadelphia University will face-off on the runway during an eight-week design competition that will air on NBC’s *The 10! Show* starting March 12.

The competition will feature a series of weekly design challenges requiring students to stretch their creative boundaries. Each challenge will culminate in a runway show reviewed by a panel of expert judges, who will then eliminate one student from the competition.

Judges for the first show include Bill Henley and Lori Wilson, hosts of The 10! Show; Clara Henry, Philadelphia University Fashion Design program director; and Lynn Willis, public relations director for Ann Taylor. The first show also features guest judge Jay McCarroll, a Philadelphia University alumnus who won the first season of Bravo TV’s *Project Runway* in February 2005. McCarroll introduced his own Transport collection at last fall’s Olympic Fashion Week in New York.

The fashion design students competing on Runway Challenge – Dominique Asuncion, Ivy Castelgrande, Whitney George, Corinne Gilmore, Vedrana Jegdic, Amanda Kossuth, Pamela Martin, LaTanya Murchison, Jamila Thomas and Alison Winters – were selected for their design philosophy, creativity and quality of their work.

The weekly challenges will require students to step outside the box and come up with imaginative solutions to design challenges, such as designing maternity wear, using products bought at Home Depot, and designing only in black and white.

For most challenges, students will be given a budget for material and supplies to spend at a specific store and will have less than a week to design and produce a garment, fit their model and decide on accessories, hair styling and make up for each Monday’s runway show. And that’s on top of keeping up with their regular class schedule and course requirements.
During the first seven weeks of the competition, the 10 contestants will be whittled down to three finalists, who will face-off during a live runway event Monday, April 30, on *The 10! Show*. The winner of Runway Challenge will receive an all-expense-paid trip for two to an international fashion capital.

In addition to competing on Runway Challenge, Philadelphia University’s fashion design students are preparing to showcase their talents in the University’s annual gala Fashion Show, which takes place this year on May 3, at 7:30 p.m. at Philadelphia’s historic Academy of Music. The Fashion Show highlights the best of each year’s student designs, with winners in categories ranging from eveningwear to children’s clothing and menswear, as well as a best of show.

Philadelphia University, founded in 1884, is a private university with 3,200 full-and part-time students enrolled in more than 50 undergraduate and graduate programs. The University includes Schools of Architecture, Business Administration, Design and Media, Engineering and Textiles, Liberal Arts and Science and Health.