



COMPANY INFORMATION

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MISSION STATEMENT

An alliance of women dedicated to promoting the advancement of female fashion designers.

An open forum for women to express their personality and define their individuality.

A support system that encourages the growth and development of fresh talent.

A resource that opens doors and provides access to industry professionals.

A common thread inspiring women in fashion.

WHAT SEAM OFFERS WOMEN

Exposure

Offering women the opportunity to showcase talent for influential audience of fashion and media professionals.

Representation

Facilitating growth of designers through access to wide range of resources and fashion/media contacts.

Marketing Efforts

Providing broad scope of publicity via press kits/releases, interactive media at event, and general advertising.

Forté Press Release

"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 21st 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. Interested media and press should RSVP to 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.

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FENOMENON! FASHION SHOW HIGHLIGHTS

Location: Canco Lofts, Jersey City

Date: October 25, 2008

Line-Up:

- Ten independent designers with innovative lines for the boutique market
- Live interactive photo shoots with staff of photographers
- Burlesque dancers
- Live music/DJ
- Visual art exhibit

Staff:

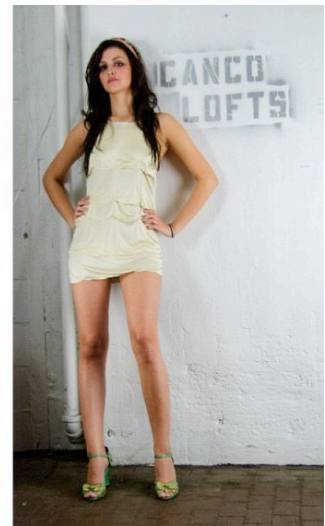
- 150 person onsite staff
- 8 person planning committee

Audience:

- 500+ attendees from the tri-state area

Success:

- Press Attendance
 - Jersey Journal
 - New York Times photographer
 - The Epoch Times
 - Lawlor Media Group
 - NY Savvy Living Magazine
 - Get Out Hudson
- Raised money & increased awareness for WomenRising, a charity helping women in need
- Designers' lines picked up in NYC/NJ boutiques



DIVERSE CITY FASHION SHOW HIGHLIGHTS

Location: Soho, NYC

Date: March 4, 2006

Line-Up/Staff:

- Three independent designers with innovative lines for the boutique market
- 50 person onsite staff / 8 person planning committee
- 350 attendees at press and public shows

Marketing Efforts:

- Press kit developed for 500 professionals in media and fashion industry
- Fashion show produced for look book

Success:

- Interest from *Shape* & *Good Housekeeping* magazines
- Support from NYU Chapter of Women
- Designers' lines picked up in boutiques
- Press attendance: NY Amsterdam News



PRESS RELEASE – September 22, 2008

SEAM COLLECTIVE'S FENOMENON! OCT. 25 FEATURING SPRING COLLECTIONS OF INDUSTRY'S TOP NEW FASHION DESIGNERS

-- CANCO lofts in Jersey City Hosts Cadre of Rising Stars in Female Fashion; Event to Benefit WomenRising –

JERSEY CITY, N. J. (Sept. 22, 2008) – On the heels of New York's fashion week, SEAM COLLECTIVE, an organization promoting women fashion designers, will host FENOMENON, an evening of edgy fashion, music, dance, art and more, featuring some of the industry's most exciting emerging female designers.

The event will benefit WomenRising, a community-based nonprofit organization dedicated to assisting women at risk in Hudson County, N. J., and will be held at CANCO lofts, the landmark condo conversion of Jersey City's Art Deco American Can Co. factory building. Fifty percent of the net proceeds generated by FENOMENON will be donated to WomenRising. These fundraising efforts will help build current programs that assist women and their families achieve self sufficiency through economic development, social and advocacy services.

SEAM COLLECTIVE is the brainchild of five friends who are enmeshed in the fashion and entertainment industries. Formed in 2005, the organization's main objective is to provide female designers with opportunities to advance in the industry by creating forums to showcase their talents. FENOMENON is the second fashion show SEAM COLLECTIVE has produced since its inception. In the spring of 2006, the organization hosted a fashion show in Soho, attracting over 350 attendees.

The SEAM COLLECTIVE group is led by SEAM's Executive Producer, Vicky Ferraro; Executive Creative Director Elizabeth Rynish; Business Manager, Shari Rueckl; and Creative Director, Minyoung Shin. Together, they are taking their passion for promoting women designers and entrepreneurs to a new level with their latest show, FENOMENON.

"After our first show, our vision for what SEAM COLLECTIVE could do for women in the fashion industry grew and expanded to include other forms of art, and FENOMENON will showcase this growth," stated Rynish. "At the same time, our core purpose of promoting female fashion designers remains at the forefront of this event, which is extremely exciting for us, as it will allow us to combine our passion for all art forms and benefit a women-focused nonprofit organization."

FENOMENON will inspire attendees with collections from the fashion industry's next hot designers, including:

- **Elizabeth Rynish:** One SEAM COLLECTIVE™'s founders, Elizabeth Rynish is a textile artist and fashion designer creating dresses for today's modern woman. Her upcoming collection will be a classy, sexy, 50's silhouette, featuring natural shoulders and elegant necklines. Her signature prints will make a very eye-catching runway experience.
- **Kattina Hilton:** K.Tacori Swimwear has reinvented the one-piece swimsuit for the woman who is interested in looking sexy without being revealing. K.Tacori Swimwear is currently working with Sports Illustrated to be featured in their upcoming swimsuit edition.
- **Deepti Moti Babani:** Deepti's Spring/Summer '09 collection is strongly inspired by her cultural roots in India, incorporating high-end brilliant colored silks, brocades, cottons and georgettes, using traditional techniques for embroidery and detailed embellishments.
- **Annie Lim:** As a published fashion illustrator, Lim has created her own line, Mileinna, a whimsical and vintage inspired line which incorporates classic colors with young and fresh silhouettes.

PRESS RELEASE – September 22, 2008 (cont'd)

- **Shiana:** With her signature eveningwear clothing line, Shiana Dehreen, she focuses “evening with edge” pieces for women ages 18 to 35.
- **Jennifer Ritz:** Designed for the woman with a strong sense of personal style and the highest standards. Jennifer Ritz’ designs are edgy, urban, and stunningly crafted: rock n’ roll with refined, couture details. Every design is made from organic, sustainable fibers, including exquisite wild-crafted vegetarian “peace silk” colored with natural herbal dyes.
- **Elizabeth Kosich:** New York based entrepreneur Elizabeth Kosich introduces her eponymous line of luxury knitted bikinis and elegant loungewear. Already receiving industry attention, the designer’s 14-piece debut collection has been heralded by WWD as a line that brings “fresh air” to the swimwear industry. Drawing inspiration from the great female visionaries from New York City’s Gilded Age, the line’s bikinis adopt a rich, metallic color palette that celebrates the opulence at the turn of the century.
- **Beija-Flor:** Headed by founders Kathy Moca and Emillie Moca Whitaker, Beija-Flor creates Brazilian designer jeans made to fit the natural curves of a woman’s body for a modern yet feminine appeal. Since 2005, the design duo has been bringing Brazilian jeans to women across the US who have spent their lives looking for that perfect jean.
- **True by True Boutique:** The talent behind True by True Boutique comes in the form of Katie Campbell, owner and buyer; Elizabeth Barker Edwards, fit expert and member of the design team; and Juan-Manuel Olivera-Silvera, creative director / Ugo luxury & design team member. Catering to a broad range of stylish women, True Boutique in New York’s Nolita neighborhood offers sizes 0 through 16.
- **Bree Chambers:** Having studied at the Parsons School of Design, Bree Chambers has been working in the fashion industry, as a designer, for the past seven years and is now launching her first collection, Reign.

In addition to the debut of each designer’s incredible collection, Fenomenon will also feature live interactive photo shoots, DJ Jen Johnson, Jenny Rocha and the Painted Ladies burlesque dancers, visual art and more.

Sponsors for FENOMENON include SmashingDarling.com, Arbonne International, MakeWineWithUs.com, Getty Images, ShopIsotonix.com and the host location, CANCO lofts.

The pre-party starts at 6 p.m. on Saturday, Oct. 25, with the fashion show at 8 p.m. and an after party from 9:30 p.m. to 1 a.m., all of which will take place at CANCO lofts, 50 Dey Street, Jersey City, N. J.

Tickets for FENOMENON are \$20 in advance and \$25 at the door. VIP tickets are available for \$100.

To purchase tickets in advance or for more information, visit www.seamcollective.com.

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PRESS RELEASE – October 20, 2008

INTERACTIVE FASHION SHOW ON OCT. 25 TO RAISE BENEVOLENT FUNDS...AND EYEBROWS

-- SEAM COLLECTIVE Stages a Visual Extravaganza at the CANCO lofts in Jersey City: Event to Benefit at risk women's charity WomenRising –

Jersey City, N.J.(October 20, 2008) – Burlesque is back in style, according to SEAM COLLECTIVE, an organization dedicated to promoting female fashion designers. It's a group with a honed focus on helping women advance their careers, so it comes as no surprise that SEAM is also interested in helping women at risk advance their lives.

That's why the group has organized FENOMENON!, a daring interactive fashion event that incorporates the arts of dance and music along with fashion. The event, taking place on Saturday, Oct. 25, will benefit WomenRising, a nonprofit organization devoted to the health and safety of women and families living in Hudson County.

"We really want to showcase how other artistic mediums weave into fashion," explained SEAM's Executive Creative Director Elizabeth Rynish. "FENOMENON! will allow us to promote our female designers and help out a women-focused nonprofit organization at the same time."

WomenRising Director of Development Andrea Koenig-Feldman said that the fashion benefit couldn't come at a better time: "With the corporate climate changing, we're in danger of getting less corporate funding," Koenig-Feldman said. "And the need here in Hudson County is just never ending."

WomenRising is the state-designated service provider for domestic violence cases in Hudson County, but its jurisdiction stretches into other areas: "Many women get snared in the trap of drug use, domestic abuse, homelessness, financial problems and worse," Koenig-Feldman explained, citing vocational training, neighborhood revitalization and parenthood counseling as some of the organization's most successful ventures. "Our main focus is empowering women so that they can be self-sufficient."

FENOMENON! is WomenRising's first fashion show, although SEAM COLLECTIVE has been mounting fashion events since 2005. For this foray into the world of music and dance, SEAM has put together an explosive array of audio and visual talent.

FENOMENON! will feature 10 up-and-coming, diverse collections from female fashion designers. And for guests who want to know what it's like to be a supermodel and strut down the runway, the event will host live, interactive photo shoots.

The most novel and edgy part of the evening will feature an exotic performance from Jenny Rocha and the Painted Ladies burlesque dancers. *The New York Times* called Rocha's unusual, fluid style "authoritative...evoke(ing) strong emotion." She has made it her personal mission to create aesthetic and emotionally driven art that addresses human behavior and female empowerment through the incorporation of dance, physical theater and innovative costume design. In 2006, Rocha and her Painted Ladies routine received a grant from the Puffin Foundation, which encourages out-of-the-mainstream performance artists to stand apart from the ordinary and embrace new forms of artistic expression.

On Saturday, Oct. 25, the pre-party for FENOMENON! starts at 6 p.m. with the fashion show kicking off at 8 p.m. and the happening after party commencing at 9:30 p.m. All phases will take place at the Art Deco revival of the American Can Factory: CANCO lofts, 50 Dey St. Jersey City, N.J. This stunning venue is easily accessed from the Journal Square PATH station, and CANCO lofts will be providing complimentary shuttle service to and from the PATH for the event.

FENOMENON! is an event for movers and shakers; trendsetters and trend followers; and men and women alike! Tickets are available for just \$20 in advance and \$25 at the door. VIP tickets are also available for \$100. Half of all net proceeds will benefit WomenRising.

FENOMENON is being co-sponsored by SmashingDarling.com, Arbonne International, MakeWineWithUs.com, Getty Images, Shoptonix.com and the host location, CANCO lofts.

For more information and to purchase tickets, visit www.seamcollective.com.

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Prepared by: Christa Segalini, Beckerman Public Relations

FENOMENON! FASHION SHOW PRESS

Publication: Jersey City Journal

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JERSEY JOURNAL Friday, October 24, 2008

www.nj.com/hudsoncountynow

cover story



Fashionistas

to strut runway *in Jersey City*

By JEFF THEODORE
JOURNAL ARTS EDITOR

Who needs New York's Fashion Week? Right here in the heart of Journal Square in Jersey City, a fashion extravaganza is poised to take the area by storm tomorrow evening.

Inside the cavernous Canco Lofts, "Fenomenon" — billed as a show featuring edgy fashion, music, dance and art — will double as an event that entertains and benefits WomenRising, a local group that helps women in need become self-sufficient through training and advocacy. Half of the show's proceeds will be funneled to the non-profit group.

In the works for more six months, "Fenomenon" is being staged by four women who call themselves The Seam Collective. Formed two years ago, the Collective includes clothing designers Vicky Ferraro, Shari Rueckl, Minyoung Shin and Elizabeth Rynish, the Collective's sole Jersey City resident.

Rynish says the group evolved out of an effort to give emerging female designers an opportunity to show off their creations.

"It's so expensive to participate in fashion shows these days," says Rynish, a veteran designer who has worked for the likes of Tommy Hilfinger and will unveil her own classic dress collection at tomorrow's show.

"We're big on self-advancement for the designers," Rynish says. "We were attracted to the idea of starting something for women who were like me and didn't always have the exposure or perhaps the confidence to do this."

Unlike the Collective's first fashion show in 2006 in Soho — which attracted about 350 fashion fans — "Fenomenon" is a far more ambitious effort, Rynish says.

During the show's two sets, 10 designers will display a diverse

collection of works; a troupe of New York-based burlesque dancers (think of pop group Pussycat Dolls) will perform; and a live fashion photo shoot (think of "America's Next Top Model") will keep the paparazzi busy.

Rynish, a Wisconsin native who has lived in Jersey City for eight years, says the show has come together in almost a hassle-free fashion.

"Honestly, it hasn't been bad to plan this at all," she says. "Two members of the Collective have planned weddings, so this might be only a little more extensive. Besides, we're all plan freaks and overthink everything."

One thing the Collective insisted upon of designers for the show was a cooperative disposition.

"We knew we'd have a huge show to plan, so we didn't need people with a lot of attitude," Rynish says. "Then, when we met the designers, they had to show their sketches. Overall, working with them has been a piece of cake."

Among the designers are Katrina Hilton, whose one-piece swimwear is being considered for display in Sport Illustrated's next swimsuit edition, and Jennifer Ritz, who makes rock and roll couture, some of which is composed of vegetarian "peace silk".

And then there's Rynish herself, who fancies designing a collection of dresses "with elegant necklines."

"There are people designing jeans and T-shirts, but there aren't a lot of dress makers out there anymore," says Rynish, who worships the work of Coco Chanel. "There aren't any current designers I really like. I prefer the old school style, where clothes were proportional to fit, no matter how big or small you were."

As for tomorrow's show, Rynish says it isn't meant to be a high brow affair. Neophytes to fashion are encouraged to join in.

"It's like a party!" she says ebulliently. "Americans are always looking for a reason to have a party!"



'fenomenon' fashion show

WHEN: Saturday, 6 p.m. to 1 a.m.

WHERE: Canco Lofts, 50 Dey St., Jersey City

COST: \$20 in advance, \$25 at door, \$100 VIP tickets

INFO: www.seamcollective.com

CONNOR JAY JOURNAL PHOTOS



FENOMENON! FASHION SHOW PRESS

Publication: www.jerseycityreporter.com

Date: October 31, 2008

JERSEY CITY REPORTER.com

Audience of 500 benefits local women's charity

A condo complex near Journal Square was transformed into Jersey City's version of Fashion Week last week thanks to FENOMENON, a fashion show featuring the Seam Collective, a group of designers from the New Jersey/New York area.

The event at CanCo Lofts, attended by 500 people, was also a fundraiser to benefit the Hudson County woman's advocacy group WomenRising, with half of the evening's proceeds going to the organization.

WomenRising runs a battered women's shelter, training for hotel employment, and other programs for women in need. The organization is based in Jersey City.

The audience witnessed models showing off a variety of spring and summer wear, from frilly skirts to two-piece bathing suits.



WORK IT, GIRL! – A model shows off at FENOMENON, a fashion show on Oct. 25 featuring the work of the Seam Collective, a group of designers from the New Jersey/New York area, at Canco Lofts in Jersey City. The show was also a benefit for the Hudson County women's advocacy group WomenRising.

Participants from the Seam Collective included: Jersey City resident Elizabeth Rynish (co-founder of the collective), Kattina Hilton, Deepti Moti Babani, Annie Lim, Shiana Dehreen, Jennifer Ritz, and Elizabeth Kosich; Beija-Flor by Kathy Moca and Emilie Moca Whitaker, and True by True Boutique and Bree Chambers.

Along with the fashion show, there were also performances by Jenny Rocha and the Painted Ladies Burlesque Dancers, along with a live fashion shoot and other entertainment.

Sponsors of the event included Jersey City retailers D.E.E.N. and Aspasia Boutique, and winemaker Make Wine With Us.

Andrea Koenig-Feldman, WomenRising's Director of Development, saw the show as a new way to bring attention to WomenRising.

"It was cool and it was fun, there was a lot of energy," Feldman said. "The Seam Collective is all about empowering woman designers, and WomenRising is also about empowering women."

Eyeing the latest fashions was Weehawken resident Jamie Brown, who had a front seat to the entire catwalking and sashaying, with a particular fondness for the swimwear by Hilton and the flowing dresses from Rynish.

"I really do love the fashions, because there was a lot that I can see regular people wearing," Brown said.

DIVERSE CITY FASHION SHOW PRESS

Publication: New York Amersterdam News

Date: March 15, 2006

Seam Collective: Fashion's future picks

by Renee Minus White

On a cold Saturday afternoon, three young new designers introduced their collections for their new company, Seam Collective. In the 6th floor studio at 598 Broadway, designers K.D. Isaacs, Minyoung Shin and Elizabeth Rynish all had one thing in common. Their clothes were young, diverse, feminine, well-tailored and trendy.

The idea for Seam Collective, which is an alliance of entrepreneurs formed in February 2005 by these three friends, was inspired by Christo Vladimiro Javacheff and Jeanne-Claude Denat de Guillebon's Central Park exhibit of "The Gates." "They wanted to make something happen, and they just did it, all by themselves. They raised the money to give this wonderful gift to the city of New York. The beautiful orange fabric shining in the winter afternoon sun made us realize how you can really achieve anything if you just put your mind to it," said Elizabeth.

Seam Collective's dream is for the everyday woman to express herself through distinct choices of fashion. "Not only can one designer not dress every woman, but no woman can be dressed by one designer alone," quips Elizabeth.

Today's woman has every choice at her fingertips. The strict rules of fashion have been out for some time. Whether in trousers or miniskirts or full-length dresses, today's woman can dictate her own style for every occasion. "That's why it is so important to bring boutique shopping back to the American public," says Minyoung. "American women need more choices than what is available at their suburban mall or local outlet center." Seam Collective opens with the line of Elizabeth Rynish. Each garment combines her original and innovative prints. Influenced by Venice, Italy, with 1960 and 1970 silhouettes, her clothes are cut on the bias. Pretty patterned knit tops and easy skirts are refreshing. A zipper dress with zippy treatments in front and back is interesting. There are some A-shaped skirts. However, her shirt dresses hit the mark. For every day, they look very comfortable, giving women an easy, one-piece dressing option.

K.D. Isaacs shows the most variety of the three designers. The music in her segment was from a newly released CD by Finotee. "Celebrate," one of Finotee's root-styled original songs, had folks tapping their feet and bouncing during K.D.'s presentation. Inspired by her Jamaican background, K.D. Isaacs featured sexy crocheted swimwear, hip-fitting trousers and two-toned sleeveless tops. She favored colors like mango, turquoise, orange and cream. The best dress in the entire show was K.D.'s guayabera shirt dress with back-pleated detail. She designs for women who are seeking to remind themselves of what's outside of their urban dwelling or just looking to make a statement. A calypso dance dress closed the show.

Minyoung Shin, a 10-year fashion industry veteran, presents a fine collection of high-fashion black evening gowns. For busy women on the go, Shin's styles were enhanced with strings of jewels that tie up the loose ends of her pleated chiffon dresses. Her looks are easy, elegant and timeless. Shin believes fashion should be without standards: "There should be no limits to what one can create."

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