



## FASHION AS ART

National Sales Conference Fashion Show- Mothers Work

**Highlights:** Philadelphia, PA - The Kimmel Center's Perelman Theatre was dramatically lit with moving lights and jewel tone washes. Guests took their seats on three levels of the theatre to the sounds of Philadelphia Jazz diva Jill Scott (recorded). VIPs and the press were seated along the runway.

The theater lighting went black - pumping music and moving lights as the CAPA hip hop dance team (10 students) pounded the stage with a high energy dance number ...flips and jumps expertly executed- they brought down the house - exiting through the audience to wild cheers and applause.

Immediately the lighting scheme changed - a fashion runway of white light unfolded as the Motherhood logo appeared on the backdrop of the stage. With a change of the music the fashion began! The swirl of spring fashions, greens and yellow, teal and beige strutted down the runway. The pop of flash bulbs from the press area accompanied the enthusiastic applause of the audience. Motherhood, Mimi Maternity, A Pea in the Pod and Two Hearts showed incredible spring lines.

The show ended with a standing ovation as the models and designers as well as founder, Rebecca Mathias walked the runway- under the logos of all the brands in the background.

The show also featured the reveal of the winning "student designer of the year," whose look was modeled and selected for limited manufacture and sale by the Pea in the Pod line.

**Food and Beverage:** Guests were treated to a standing reception in the Kimmel Center's Hamilton Garden.

**Event Design, Production and Management:** Roberts Event Group, Inc.

**Venue:** Kimmel Center, Perelman Theatre

**Catering:** Restaurant Associates

**Lighting and Audio:** Vision Technical Group

**Photo Credits:** Susan Beard Design

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