

BIKINI UNDER THE BRIDGE

Sunday, July, 2011

5 p.m. and 7 p.m.

Tent Shows (DUMBO), Brooklyn, NY

JRG Entertainment successfully returns to Brooklyn, NY with their 6th annual runway fashion show The Great Fashion Mix Series – Bikini Under The Bridge!

Set to take place in DUMBO, Brooklyn, the tents will be up and the models ready for a 2-shows in July at 5pm **AND** 7pm!

Hosting our red carpet fashion event this year is The Consummate Concierge a one-man hospitality brand, navigating the ultra-affluent, as well as the average Joe or Jane, through the world of luxury offerings in hospitality, travel and tourism. He has built a successful professional brand with a growing fan base, quickly joining Hollywood's newest wave of celebrities: an elite club of service industry, master-craftsmen who are leading the movement in ushering in the era of "Hollywood hospitality."

Bikini Under The Bridge will feature an array of award-winning designers and give a **NEW** crop of Designers and opportunity to debut and showcase their swimwear collections.

In addition to the exciting line-up and unveiling of this spectacular fashion collections, **Bikini Under The Bridge** will serve as a diverse platform for models, celebrity guests, and performers. JRG Entertainment expects a larger crowd for this year's event.



JRG is currently in production for a multi-platform major marketing and advertising campaign set to launch in the next few weeks to aid in exposing Bikini Under The Bridge to a widely diverse demographic. Highlights include airtime on Cablevision (**VH1, BET, E Entertainment, ESPN, TNT, TBS, A&E**, and Brooklyn's local news **Channel 12**) – sponsors, designers, and show participants are guaranteed major exposure to various constituents. Heightening this appeal. To further promote the coming of Brooklyn's most anticipated summer event – **The Great Fashion Mix Series – Bikini Under The Bridge**.

MODELS / DESIGNERS / GUESTS

Among the gifted designers who will debut their collections at the DUMBO event are *Derek Moore, Yard Rock, Crown Soul Creations, Yamon Wear, Deemai, Original Stush, TBA, Moorscode, Elusive and more...* The swimwear collections will be presented to the press, buyers, fashion insiders and celebrities who descend upon Brooklyn's hotbed for the one-day event celebrating the influence and diversity of the fashion and entertainment industry.

For more information on Bikini Under The Bridge please visit jrbikinis on facebook

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JRG Fashion on facebook

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