

Beat: Lifestyle

## Guinness World Record at LA Fashion Catwalk

### Longest Fashion Runway in History

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**USPA NEWS** - LA Fashion Catwalk is a new fashion event carving out a spot in the Guinness Book of World Records in Los Angeles in April 2018 for hosting the world's longest fashion runway, coming in at just under 2 miles in length. 13 countries have been invited worldwide and will present their 5 most talented designers. Exposition Park Rose Garden VIP area: for buyers, press and VIPs Presentation of the international designers and countries on a big screen. Fashion Shows on the runway with 90 models from all around the World. The catwalk will be branded with the national flags of the participating countries and also with the sponsors for the event. Music Live-Act at the end of the Fashion Shows and touted the must attend for Hollywood 'A' Lister's.

Creating an international fashion event in Los Angeles which will showcase 20 designers on the longest catwalk in history ( recorded by 'Guinness World Records') at the beautiful 'Exhibition Park Rose Garden' in Downtown L.A. is an absolute must see event. According to organizers the international fashion project will highlight the collections of the most talented designers from the Europe, Australia, Canada and the United States.

The designers will get the opportunity to present their collections on the runway to the fashion business, buyers, press and celebrities. The event will feature 13 countries, with each sending up to five designers. It is billed as an opportunity for up-and-coming designers to showcase their work globally and potentially gain entry into the West Coast US market. Designers will have access to the event's pool of 50 models prepared to walk the 4-mile round-trip runway.

Designers include Australia's Azulant Akora, a label embodying "unconventional angles and unexpected forms", KO by Katherin Olivos, an haute couture plus-size brand based in Santiago, Chile, and Armenia's Arigato which is inspired by its founder's background in compassionate design.

The fifth designer who has signed up to show in April is Kitty Montgomery, an Austrian cashmere knitwear designer. The event organizers are also based in Austria.

The two-mile runway will be set in LA's Exhibition Park Rose Garden. The event will take place on April 19, 2018, and live music will follow the runway show.

For many designers, catwalk shows are the best way to raise their profile and showcase their vision and collection to a large international audience. Organizers have committed to TV, print coverage as well as radio networks, fashion bloggers, fashion retail buyers and stores ,VIPs , celebrities ,International politicians and other invited dignitaries. Follow the below web-link for further information.

#### Article online:

<https://www.uspa24.com/bericht-12950/guinness-world-record-at-la-fashion-catwalk.html>

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