



## Couture Comes To Golden Belt

Hip, elegant and vintage—yet decidedly different  
sladesign Fashion Show V presents its new collection of  
skirts, tops + tees

*June 29, 2009, Durham, NC*— Fashionistas love skirts. And dresses, tops, and tees. And local consumerism.

And as proof that runway fashion is thriving in Durham, the catwalk will come alive at Golden Belt on Friday, July 10, 2009. sladesign will present its fifth collection since 2007, utilizing the stunning top floor space in the historic textile mill-turned-urban arts campus. Doors will open at 7:00 PM and the show will commence at 7:30. The show is free and open to the public.

sladesign's creator and designer Marcela Slade's forte and focus is primarily on skirt design, and thankfully so. The skirt is often overlooked as a medium of invention—at once flirtatious, enigmatic and structural. And in the midst of a hot North Carolina summer, skirts are cool, comfortable, and versatile but also fashionably-right for the season.

The new collection will feature Slade's exclusive skirts along with self-branded sladesign dresses, tops and tee shirts. Slade's innovative, one-of-a-kind pieces will wrap and suspend from the models as they stomp, walk, and pulsate through the dazzling space, powered by a very personal set of love songs the designer unearthed from a high school mix tape (a variation on a theme from a previous show). Before and after the show, revelers will be treated to gourmet wine and cheese provided by 3CUPS.

According to Slade, "The sladesign concept involves giving fashionistas a top-of-the-line show in a relaxed environment and then giving them the opportunity to go behind the scenes, interact with the designer, and take something special home with them." She adds, "Couture lovers will delight in spending a stylish evening in downtown Durham soaking up exquisite designs."

Produced jointly in Ecuador and the U.S., the new collection is inspired by love, weddings and sustainable public transportation, an increasingly essential aspect of day-to-day life given outstanding oil prices, extreme traffic congestion, and ongoing pollution issues in urban areas. The collection is a blend of local, European and South American styles infused with wedding-inspired fabrics such as repurposed vintage dresses, silk, satin, tulle, lace, and pearl embroidery in contrast with wools and cottons. All garments are original, hand-made pieces—inimitable, with no patterns for reproduction.

sladesign fashion shows are characterized by the designer's visible presence and commentary on the collection as it is revealed. A shadow show by the models and other participants, typically highlighted with props and a bit of theatrical flair, is another trademark. sladesign Fashion Show V will have a much larger canvas to engage in visual artistry at Golden Belt than at previous sites Carrboro Greenspace, Cat's Cradle or Southern Rail's Station.

The show is in its entirety a product of the sladesign team, from concept and design to production. Every last stitch and thread—every last detail in fact—is what sets it apart.

“The other aspect of the show that's so enticing is that it gives people of all ages opportunities to buy within the Durham community,” says Slade. So, instead of taking your money across the country and supporting a big chain, you can buy a unique skirt, tee shirt, or dress right here – and support the local designers.”

Post-show, viewers can go behind the scenes and meet Slade. The new collection and previous collections will be available for purchase (accepted payment: cash, check or PayPal). Do not miss this unique opportunity to be inspired, be local, and walk away with an original piece!

### **About sladesign**

sladesign is the creation of designer Marcela Slade, a Chapel Hillian born in California who spent most of her childhood traveling between Colombia, South America, maternal land, and North Carolina.

From a young age, Slade was exposed to creative art and design. Her mother, Josefina Slade (a.k.a. Fitita), is a designer and her oldest brother, James Slade, an architect. \*She attended the Savannah College of Art and Design on a Presidential Scholarship. There she received a BFA in Graphic Design and later on, an MFA in Illustration. In the year 2000, Slade moved to Spain and spent the next 8 years immersed in the artist-designer community found deep within the Gothic Quarters of Barcelona. During this period she worked from her studio/storefront gallery and exhibited her creations in several places within Barcelona as well as abroad. It was in these places that she first started offering her designs for purchase.

In 2007, Slade began designing and producing sladesign fashion shows in North Carolina. Currently, she spends her time between Chapel Hill, NC and Quito, Ecuador where she and her husband work, teach, and continue to pursue artistic endeavors.

For more information about sladesign, visit [www.sladesign.net](http://www.sladesign.net).

### **About Golden Belt**

Former home to the Golden Belt Manufacturing Company, the 155,000 square foot, seven-acre, LEED-registered campus in downtown Durham is listed on the National Register of Historic Places and includes six architecturally-significant buildings that house thirty-seven live/work residential lofts, thirty-five artist studios, a central gallery, a live music venue, event space, boutique retail stores, restaurants, and office space. This urban arts campus is at the epicenter of the growing arts-related critical mass in Durham's downtown. Since its opening in July 2008, Golden Belt has become a go-to, must-have place for creative pursuits, cultural events and a hip lifestyle in the Triangle. Golden Belt is located at 807 E. Main Street, Durham, NC 27701.

For more information about Golden Belt, visit [www.goldenbeltarts.com](http://www.goldenbeltarts.com) or contact Marketing Director Allison Polish by e-mail at [allison.polish@scientificproperties.com](mailto:allison.polish@scientificproperties.com) or by phone at 919-967-7700 x155.

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