
FTL MODA + ART HEARTS FASHION Present Closing show at Mercedes Benz Fashion Week to benefit AIDS Healthcare Foundation

New York (February 7, 2014)

New York, NY (prHWY.com) February 7, 2014 - Celebrating trends in Italian style, FTL MODA designers will open the show with an array of styles directly from the catwalks of Italy. Guests will be treated to innovative designs by brands that have been carefully selected by the finest Italian institutions. Italy's rising stars Kokler and Silkskin will open with contemporary and ready-to-wear collections followed by eveningwear collections from Giada Curti, Jamal Taslaq, and Gianni Tolentino. Accessories on the runway will be provided by I Mondelliani, Silvia Massacesi, and Maria Greca. The Italian showcase will culminate with a grand finale by Haute Couture Designer Nino Lettieri.

The ART HEARTS FASHION finale presentation will feature inspired collections from the nation's freshest trend setting designers. Opening the show will be M the Movement, the urban, eco-friendly line from Michael Herrera, followed by Mister Triple X the edgy, streetwear line by Erik Rosete. Control Sector will follow with a forward thinking street fashion collection that is built to defy convention while remaining wearable. Next, Altaf Maaneshhis captivating and charismatic latest collection. The presentation will draw to a close with a dramatic finale by designer Furne Amato, whose work can be seen on celebrities including Katy Perry, Heidi Klum, Shakira, and Jennifer Lopez.

Beauty director Erik Torrpe will lead backstage hair and makeup teams sponsored by Prive Salons and Inglot Cosmetics. This special event is produced by Iliaria Niccolini and Erik Rosete in collaboration with The AIDS Healthcare Foundation, Chamber of Commerce Milan, Chamber of Commerce Rome and BubbleFish Media. A special thanks to Mizu Shochu for specialty cocktails and gift bag sponsor FHI Heat a world-renowned Professional Hair Care Company that has transformed into a prominent, award winning and celebrity adored brand. The prestigious brand offers the most innovative and technologically advanced hair tools in the beauty industry.

AIDS Healthcare Foundation, the largest AIDS organization in the United States, proudly presents the FTL MODA + ART HEARTS FASHION Event to support the next generation of young designers while promoting AIDS awareness.

Founded in 2007 by Iliaria Niccolini Production, FTL MODA has been presenting runway shows internationally, establishing itself as a leading platform for international designers. In 2012 FTL MODA partnered with ART HEARTS FASHION, to create meaningful artistic fashion events.

Established in 2011 by designer and entrepreneur Erik Rosete, ART HEARTS FASHION presentations have been held coast to coast benefiting multiple charities including AIDS Project Los Angeles, Women's Cancer Research and the Hurricane Sandy Relief Kitchen. Art Hearts Fashion events are highly supported by celebrities and have become a premiere platform for designers. Celebrities in support have included Lindsay Lohan, Adam Lambert, Bobby Brown, Floyd Mayweather, Jojo, Perez Hilton, Gloria Govan, Tatum O'Neal, Tia Mowry, Neon Hitch, Bonnie McKee, Evenesence, Alexis Arquette, Philip Bloch, Colette Carr, Kayla Brianna, and an endless list of celebrity artists.

Support Fashion for a Cause - Text to Donate!

Text "GIFTLIFE" to 20222 to make a \$10 donation to AHF (multiple donations accepted)A one-time donation of \$10.00 will be added to your mobile phone bill or deducted from your prepaid balance. Donor must be age 18+ and all donations must be authorized by the account holder (e.g. parents). By texting YES, the user agrees to the terms and conditions. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the "AIDS HEALTHCARE FOUNDATION" by the Mobile Giving Foundation and subject to the terms found at hmgf.org. Message & Data Rates May Apply. You can unsubscribe at any time by texting STOP to short code "GIFTLIFE"; text HELP to "GIFTLIFE" for help.

###

Web Site: http://www.mbfashionweek.com/designers/ftl_moda_art_hearts_fashion_presented_by_aids_healthc

Contact Information:

General Info@ArtHeartsFashion.com

Press Erin@Bubblefishmedia.com