



b. michael

WELCOME CHANNEL IS A MEDIA SPONSOR FOR FASHION DESIGNER B MICHAEL COUTURE'S FALL COLLECTION DURING ROCK FASHION WEEK

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March 23rd, 2009 MIAMI- The Welcome Channel announced today that it will be a proud sponsor of b Michael couture's Miami debut – to be held Friday March 27th, 2009 at 6pm. The show will feature b michael couture's Fall collection, and will be a memorable event, as part of the "Rock Fashion Week" taking place from March 25th – 28th, held at the Fontainebleau Hotel.

The fashion elite will be out in full force from March 25th – 28th when the bright lights and steamy nights of Miami Beach play host to the hottest resident on the Fashion Block – Rock Fashion Week at the Fontanebleau Miami Beach! From designer shows including b Michael couture, Richie Rich, Russell Simmons, Monarchy, Caroline D'Amore, Abi Ferrin, LeiMarco, and so many more, to the celebrity filled after-parties that follow, the four-day fusion of style, Miami rhythm, and stars will be set against the backdrop of Miami's famed Fontainebleau.

"We are very happy to be working together with b Michael couture for his Miami debut, which is sure to be spectacular!" said April Donelson, Sales and Marketing Director for the Welcome Channel

Fontainebleau Miami Beach, the epicenter for style, fame, and glamour will be the home of Rock Fashion Week this year, with all events being held exclusively on-site. Both invited VIPs and hotel guests will have exclusive access to the fashion oasis, showcasing two runways, fashion pods, and glamorous evening parties, which will take over the already exuberant Miami Beach night life.

From couture to prêt à porter, a variety of fashion genres from established and emerging designers will be shown during the presentation of the Fall/Winter and Cruise Resort collections and creations at this multi day event.

The Welcome Channel: What fashion advice can you offer to the professional woman who wants to update her wardrobe on a fixed budget? What are some essential accessories that you believe can keep a woman looking chic?

B. MICHAEL: I think a good black dress in a double-faced wool crepe. A woman also needs a well-tailored chic suit for power meetings, a good handbag and a good pair of classic pumps. My favorite jewelry item is a strand of pearls.

The Welcome Channel (www.welcomechannel.tv) The Welcome Channel is Miami and the Beaches premiere visitor entertainment style, in-room programming for exclusive hotel and resort locations across Miami & the Beaches. Airing 24 hours a day, 7 days per week, the Welcome Channel highlights the very best our great city has to offer in terms of dining, shopping, entertainment, arts, cultural attractions, Real Estate addresses, and Miami's numerous events.... catering to both our international and domestic travelers alike. To stay up to date with the very latest taking place in our world-class city, programming and commercial segments can be updated monthly, with time of day programming available as well.

b. michael Couture: Known in the industry as "New York's best kept secret," b. michael's career in fashion spans over a decade. You may have seen his scene-stealing designs in "Madea's Family Reunion" and "Ugly Betty." This jet-setting designer has presented collections worldwide in such cities as New York, Beijing and Shanghai. When gala goers like Cicely Tyson, Halle Berry, Beyoncé and Tamara Tunie need a dress that makes them look and feel confident, they turn to b. michael for a flawless design. The busy designer took a moment from his hectic schedule to sit down with ESSENCE.com at his New York City design studio to discuss his favorite silhouette on a woman and looking beautiful on a budget.

<http://thecaucus.blogs.nytimes.com/2009/01/01/the-inaugural-poet-adorned>

http://www.essence.com/fashion_beauty/fashion/articles/bmichaelcouture

<http://www.blackvoices.com/blogs/2009/02/16/designer-profile-b-michael>

<http://www.photovideo productions.com/b.michaelshowvid.html>

http://www.fashionwindows.com/fashion/b_michael/S051.asp

<http://www.bloomberg.com/apps/news?pid=20601088&refer=muse&sid=aR7pucz44WHI>

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