

Category: Breaking News

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2007 Bernina Fashion Show "Diamond Odyssey"

HOUSTON—January 15, 2007—It is the premiere wearable art event in the quilt and home sewing world, one which showcases the amazing creativity of seasoned artists and designers. The annual Bernina Fashion show brings together the best wearable art garments of the year, and the 43 designers whose creations will be featured in the 2007 edition, Diamond Odyssey, have been announced.

The show features meticulously sewn, quilted, and embellished garments from practical street wear to elaborate fantasy designs. And due to popular demand, there are more ways than ever to see the garments. In addition to the full fashion shows at the upcoming International Quilt Market and Festival this fall, each will feature a rotating daily display of garments. Festival will also feature a "Meet the Designers" section on the show floor.

The title of this year's show is not just by chance—it celebrates a diamond anniversary. "2007 is the 75th anniversary of the Bernina Brand," says Gayle Hillert, Senior Product Manager Bernina International/Special Projects Bernina of America. The company is actually 114 years old, but was originally called Fritz Gegauf AG, after the founder. "Bernina has been a family owned company for four generations. In 1932, we produced the first household sewing machine and named that division Bernina after a mountain in the Swiss Alps. And the rest is history."

Diamond Odyssey will premiere to the industry on October 28 at International Quilt Market, and to the public on November 1, at International Quilt Festival. Both shows are held at the George R. Brown Convention Center in Houston, Texas. The garments will then travel to several other shows and venues, including the spring 2008 International Quilt Festival in Chicago.

The show features professional models, live commentary on the garments' creation by Jennifer Gigas, Director of Education/Training for Bernina, and top-quality lights, sound, and music. A panel of judges will also vote on the best garment to receive the Bernina Crème de la Crème Award.

Any designer is welcome to submit a garment portfolio for consideration for a Bernina Fashion Show, and a jury of wearable art experts narrows it down to the final list of who will be in the show. For a complete listing of this years Bernina Fashion Show Designers or to learn how to submit a portfolio for consideration, please visit www.quilts.com