

KEEPING FASHION ALIVE

JENNIFER BARTOK



Typically when one thinks about fashion, the cities that come to mind are New York, Paris, and Milan – not Los Angeles. LA is known for its beaches, surfers and starlets. Jennifer Bartok, a Fashion Producer from none other than New York, is changing all of that.

Since its first show in 1999, Celebrity Catwalk has brought some of Hollywood's best and brightest stars to the runway, raising money and awareness for National Animal Rescue. Celebrities such as Jamie Foxx, Nicole Richie and Melissa Rivers have hosted the event with note-worthies Janice Dickenson, Kim Coles, Kendra Wilkinson, and Kim Kardashian strutting their stuff all in the name of charity.

Jennifer Bartok was living in Los Angeles, working in the entertainment industry in 1999 when she decided to produce the first Celebrity Catwalk. With causes like AIDS and Darfur being covered on a global scale, Bartok saw a need and opportunity to raise awareness in an area she felt strongly about, animal adopt and rescue. With Bartok's background in fashion, she saw that fashion was weining in LA. Bartok got the idea to

merge the two, and Celebrity Catwalk became an instant success. Year after year, Hollywood A-listers jump at the chance to hit the runway modeling the latest looks, something they otherwise might not have the chance to do. The event raises over \$10,000 for various non-profit organizations.

What Jennifer loves about Los Angeles fashion is that it is season-less. Looks are light, fun, and breezy all year round; something New York, Paris, and Milan cannot compete with. That is exactly why Bartok has continued to hold Celebrity Catwalk in LA despite the fact that she now lives in New York. The show is a laid-back, fun and original experience not just for the celebrities involved, but the designers and audience alike.

The most recent Celebrity Catwalk was hosted by the Co-Star of "Girls Next Door", Bridget Marquart at the Highlands in Hollywood. Models were wearing the latest styles from designers including Puma, Dollhouse, Jovani, Lane Bryant, and AKOO. The hottest stars from American Idol, MTV, Grey's Anatomy, High School Musical and Playboy Playmates hit the runway. The show was a sheer success with many more to look forward to!