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MEDIA ADVISORY

*****TOMORROW, WEDNESDAY, SEPT 10 @9PM*****

BRAVO TV'S MICA HUGHES DEBUTS "MICA POP RUNWAY" EXPERIENCE DURING NEW YORK FASHION WEEK

*Media and VIP guests invited to participate in interactive
"Pop-up" fashion entertainment concept*

- WHO:** Hosted by **Mica Hughes**, model, actress, entrepreneur and cast member of **Bravo TV's "Blood, Sweat And Heels"** continues to put her beauty, brains and ambition to good use in her newest entrepreneurial venture called "**Mica Pop Runway**" (MPR)
- WHAT:** Inspired by the surprise elements of traditional "pop up" retail shops, MPR is an interactive experience that merges the best of New York City's style and fashion with entertainment.
- WHY:** New York City is known as both a global fashion hub where "anything can happen... at any given moment." The MPR experience captures the City's indelible spirit, while giving participants a dose of culture in an unexpected, high-energy show format designed to stir the senses.
- WHEN:** **Wednesday, September 10, 2014 @9pm**
- WHERE:** Empire Hotel
44 West 63rd St. New York, NY 10023
(212) 265-7400
- ABOUT:** After graduating from the University of Maryland College Park, Mica worked as a local news reporter before a modeling scout discovered her. As a top model with Wilhelmina Models and Ford Models, Mica traveled all over Europe modeling for brands including Chanel, Yves Saint Laurent, and Oscar de la Renta. Prior to founding MPR, Mica also founded the modeling agency Mica Models and the high-end rejuvenating spa, "Mica 2M SPA." Twitter: @MicaxoMica; @Facebook.com/mica.hughes.7, Instagram@micahughes
For more information, visit **MicaPopRunway.com**.

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