



THE WSA SHOW provides a showcase for new talent at

DESIGN STUDIO LIVE

The WSA SHOW, being held at the Sands Convention Center in Las Vegas January 29,30,31 will provide a showcase for the talents of six Alumni of FIDM, The Fashion Institute of Design and Merchandising, in Los Angeles.

The six designers will exhibit their talents on the exhibition floor in a specially created area aptly named "Design Studio Live."

Since a significant focus of the WSA show is on "Fast" fashion footwear – shoes that must combine designer styling and on-trend details, with an affordable price point, these designers will be working live on the project theme, "Women's fast fashion footwear." Styles may be flats, heels, wedges, pumps, or whatever creative ideas they may develop.

Since this segment is the largest growing portion in the entire footwear industry, and the speed at which new styles are brought to market, mainly by WSA exhibiting companies, this will provide these talented FIDM alumni with a chance to not only demonstrate their creative skills, but to interact directly with attendees who represent some of the largest retailers as well as suppliers in the footwear industry.

Kathy Bailon, FIDM's Footwear Design Program Coordinator stated, "On behalf of The Fashion Institute of Design and Merchandising, it is a privilege to be part of DESIGN STUDIO LIVE at WSA. It is, indeed, an honor to our Footwear Design Graduates to be featured on the show floor."

David Kahan, Head of the WSA Show said, "WSA has always been a place where creativity in the footwear industry is showcased in the booths of our exhibitors. This is the first time we will give young, up and coming talents a place to share their skills and creative energy and to provide them with tremendous visibility. I am excited to see what they will create at the show."

About FIDM: Over the last 40 years, FIDM has graduated more than 45,000 students, with over 8,000 students currently enrolled. Headquartered in its own 180,000 square foot state-of-the-art campus in downtown Los Angeles, FIDM houses one of the nation's finest costume collections dating from the 18th century, as well as ethnic costumes and special selections from International designers from the past and present. The FIDM Library houses the largest fashion library on the West Coast. FIDM/Fashion Institute of Design & Merchandising is a private college for specialized professional education accredited by NASAD: National Association of Schools of Art and Design and WASC: Western Association of Schools and Colleges. FIDM/Fashion Institute of Design & Merchandising is headquartered in Los Angeles, their other campus locations are Orange County, San Diego and San Francisco.