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**ANGELENO MAGAZINE SPONSORS ART OF FASHION AT  
THE LOS ANGELES ART SHOW JANUARY 21-25, 2009**

**YOUNG COLLECTORS PARTY CELEBRATES TOMORROW'S PHILANTHROPISTS  
AND ENCOURAGES FORMATION OF NEW ART TRADITIONS**

(Los Angeles, CA – January, 2009) An evening mixer for young art collectors will take place on Friday, January 23, 2009 from 8pm-10pm at the Los Angeles Art Show. Sponsored by *Angeleno Magazine* the *Art of Fashion* event merges high fashion with the world of art. This evening honors organizations that foster young patrons of the arts. Participating organizations include *GenArt*, *MOCA Contemporaries*, *LACMA Muse*, *the Getty* and *Gallery 825*.

The *Art of Fashion* party will showcase couture pieces by hot local designer Alan del Rosario. Inspired by the sights and sounds of Barcelona, Madrid, Mexico City, Buenos Aires and Manila, Del Rosario explored the Spanish influence around the globe at the time when it was a world power. And as the population from each locale evolved, so did their manner of dressing. It became entirely their own, yet still exhibit the magnificence of the Spanish customs and religious mores that encompassed the then Spanish empire.

Frederic Fekkai Beverly Hills will provide on-site styling for patrons for the *Art of Fashion* party. Styling will be offered on first-come, first-served basis. A leader in luxury hair care, Frederic Fekkai offers a complete range of innovative products and exclusive, full-service salons. The company is dedicated to providing total beauty and creating a unique portrait of style for each individual. Frédéric Fekkai products are distributed through the finest beauty retailers around the world and, of course, in the world famous Frédéric Fekkai

Salons.

The *Art of Fashion Party* will feature well-known artist/DJ Eamon Ore-Giron (DJ Lengua) mixing his unique cumbia beats. This unique arts mixer is both a celebration of the leading young art collectors and an opportunity for potential young patrons to become familiar with the numerous galleries and artists at the LA Art Show. If these young collectors did not exist locally, the future of the arts in Los Angeles would be seriously compromised.

Sponsors of the *Art of Fashion* party include: *Don Julio, Grolsch, Smart Water, Frederic Fekkai* and *Bossa Nova*. Don Julio will be mixing signature cocktails in the 'Don Julio *Tastemaker*' bar in the *Angeleno* lounge area. The tastemaker bar will include their *anjeo, Blanco, Reposodo, 1942 and Real* varieties and signature cocktails.

To rsvp for the *Art of Fashion* party, please email [rsvpla@modernluxury.com](mailto:rsvpla@modernluxury.com).

The LA Art Show will feature 125 galleries from around the world, showcasing more than 15,000 significant paintings, sculptures, photographs, drawings and prints on display and available for purchase. The *IFPDA's 24th Annual Los Angeles Fine Print Fair* will accompany the Los Angeles Art Show at this new location.

The Los Angeles Art Show takes place on January 21-25, 2009 at the Los Angeles Convention Center, 1201 South Figueroa Street, Los Angeles, CA 90015. Secure onsite parking is available for a \$12 fee. For additional information or to rsvp for show programming please visit [www.laartshow.com](http://www.laartshow.com) or call KR Martindale Show Management at 310-822-9145. Opening Night Preview tickets are available for \$225 for general attendance. Corporate and sponsor packages are also available. For additional information on the Opening Night Benefit or to purchase tickets, please contact Danielle Doll at [danielle@lpaevents.com](mailto:danielle@lpaevents.com), or 310-201-5033.

#### **About Modern Luxury**

Modern Luxury Media, LLC ("Modern Luxury") is the largest publisher of city-regional magazines in the United States, currently publishing 34 magazines across 13 major metro markets including: New York, Chicago, Los Angeles, San Francisco, Miami, Dallas, Houston, Washington, D.C., Atlanta, Honolulu, San Diego, Orange County, CA and Napa/Sonoma, CA. Focused on "luxury lifestyle," including fashion, jewelry, dining, travel, design, automotive, art and architecture, Modern Luxury specifically targets the affluent reader. Modern Luxury magazines distribute more than 1 million copies nationally each month, reaching more than 5 million readers per month.

The company was founded by brothers Michael and Stephen Kong in 1993 in Chicago. They are backed by Clarity Partners, LP, the largest media-focused private equity fund in Los Angeles.

**About Don Julio:**

Don Julio González began his journey in the world of tequila in 1942. He soon realized that to create a tequila that stands apart, one must control every aspect of the process, from the cultivation of the agave to the bottling of the final product. He then established his distillery, La Primavera, and spent nearly forty years perfecting the craft that would produce extraordinary tequila with every bottle. At first, Don Julio only shared his tequila with friends. But soon word spread, and Tequila Don Julio quickly became the most sought after tequila in Mexico. Today, the world is learning what Mexico already knows: that it is passion above all else that makes a great tequila.