



Skylier Wear
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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Educational Exhibitions, Green Shopping and Cancer Awareness – Skylier Wear Reaches out to her Community

October 16, 2008 / Oakland, CA. Skylier Blanchard, designer and owner of the Skylier Wear Oakland-based fashion label, will be exhibiting her various collections throughout Northern California this fall. Look for a month-long display of her fashion collection at the University of the Pacific, her Go Green! Bags at an “Eco-Chic” shopping event, and her Luscious Candy Tote Collection featured in a fashion show for cancer survivors.



Two original Skylier Wear couture dresses designed using sustainable fabrics will be exhibited through November 7th at the Reynolds Gallery, University of the Pacific in Stockton. As part of the “Caps to Couture; Fashion and the Urban Landscape” exhibition, the educational program seeks to examine contemporary American urban culture through the juxtaposition of popular art forms, including both fashion and street art. “It’s imperative that companies not only push their products on the market but also offer ways to improve the market,” described Blanchard of her decision to participate in this exhibit. “Students need to prepare to move forward with sustainable products. It starts in the schools.”



Skylier Wear goes green for an “Eco-Chic” shopping event hosted by San Francisco event mavens Appel and Frank, Thursday, October 23 from 5pm – 9pm at the Regency Center Sutter Room. Over 50 “green” designers will showcase their sustainable and/or organic products including Skylier Wear and her Go Green! Bags. These vibrant, durable and reusable everyday bags will be available in a variety of colors featuring Skylier Wear’s Flower Room artwork. Guests may also place orders for custom Go Green! Bags finished with specific information, logos or artwork. Purchase tickets online at www.appelandfrank.com.



On Saturday, November 1, Skylier is incredibly proud to take part in the Asian American Cancer Support Network Hatwalk 2008 Gala Fundraiser to be held at the Hyatt Regency Hotel Burlingame at 6pm. Hatwalk is an annual fashion show showcasing designer hats to raise support and awareness for cancer patients currently undergoing treatments. The grand finale of the evening will feature actual cancer survivors walking the runway wearing special pink hats in honor of cancer awareness. Not only will Skylier Wear accessorize these brave women with her Luscious Candy Handbag Collection as they strut down the catwalk, but in celebration of their battle over cancer, she will also donate Go Green! Bags in pink for Breast Cancer Awareness to each survivor. These limited edition pink Go Green! Bags will also be available for purchase after the event. Visit www.aacsn.org for more information.

For more information on the Skylier Wear Company and fashion collections, visit www.skylierwear.com or www.altitudepromotion.com. For media and wholesale inquiries, contact Karri Ann Frerichs, Altitude Promotions, at karriann@altitudepromotion.com or 402.490.2579.

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