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LOCAL FASHION HOUSE TO IMPLEMENT STIMULUS PLAN FOR OAKLAND The 'Skylier Wear Fashion Design House' Answers Obama's Call for Economic Development....

Prominent Fashion Designer and savvy Oakland Businesswoman Skylier Blanchard-Crowder, responds to President Obama's call for local businesses to help rejuvenate the sagging economy. The famed 'SWC' owner and chief Designer is implementing her own special brand of 'economic stimulus' by launching a campaign that is destined to bring back 'soft goods' production to Oakland and the Bay Area. It's her way of giving back to a community she has survived and grown up with as a Designer.

Skylier is one of the few Female African American Designers with her own Fashion House, which is based in Oakland, CA, where she has vigorously championed the economic development and after school programs for Oakland's youth from the streets to halls of city government. Through her 'SWC' Private Label she will be launching the first of three new retail outlets in Northern California early next year. Her focus is to honor the President's call for economic development and empowerment, starting at home in Oakland, CA.

Her objective is to bring back the production of Soft Goods to the area while creating jobs that span every sector of the Fashion Industry, from conceptual design to retail production, branding and merchandising, to runway. The Skylier Wear Company has been strategically planning and preparing for years for their first store. "With many Retail Stores closing we will open our first of several" says Skylier. Along with her Creative Arts and After School Programs in Oakland, she will enlist aspiring young Designers and Models to participate in the entire process and production of a segment of her 2010 Line for the new retail locations. Skylier says "the best way to stimulate and revitalize Oakland's struggling economy directly is to bring back production and the jobs that come with it, to Oakland".

Skylier will also challenge and motivate young aspiring models to participate in their economic future in Fashion by hands-on experience in the many facets of the exciting Fashion Industry, from the inside out. A triple threat, Skylier is also launching her first Reality TV Special that will document the amazing journey of selected youth through her fashion programs.

'Skylier Wear's Model Boot Camp' auditions begins this November 28th, 2009 at Noon, at 2801 Broadway St, Oakland, CA, inside the(KIA Building) on Auto Row. Pre-registration is required for this exclusive invitation, Models 16-23 can pre-register at www.skylierwear.com Selected Models will be completely pampered, catered-to and prepared for representing The Skylier Wear Collection for the 2010 season, nationwide. Models attending THIS EVENT ONLY will have opportunity to wear Skylier's exclusive 'SWC' fashion designs, be adorned with exquisite custom designed jewelry by Corinthia

Peoples (<http://www.corinthiapeoples.com>) and photographed by fashion photographers. Aspiring Models 16-23, DO NOT miss this once in a lifetime opportunity to be inducted into the fashion industry and be featured on Skylier's Fashion Reality Show! Register at www.skylierwear.com