

FOR IMMEDIATE RELEASE



Fashion and Philanthropy: Adrian Alicea Partners With the Global White Lion Protection Trust

For his Spring/Summer 2014 Haute Couture Show

Spring/Summer 2014 Haute Couture

On September 12, 2013 New York based fashion designer, Adrian Alicea will show his Spring/Summer 2014 Haute Couture Collection. The theme for this season's showcase, "MONSERATE," was inspired by his grandmother, named Monserate, who raised her family in the lush rain forests within the mountains of Puerto Rico. Born in the late 1800s, she was influenced by the palate of colors offered by these forests and those of the neighboring Caribbean islands, including that of Montserrat-- with its seven active volcanoes and native Arawak inhabitants. These organic hues have been woven into the fabric of this season's exciting, vibrant collection.

White Lions roaming free and the Wild Designer

For the first time, Adrian has chosen to create a unique partnership with one of the world's leading environmental charities: the Global White Lion Protection Trust. A portion of ticket sales and sponsorships will go to ensure the survival of the last of the White Lions living wild and free in their natural endemic habitat. The designer will weave his inspiration from these legendary big cats into the visual drama on the catwalk. A dedicated vegan, known for his expressive designs and love of nature, Adrian Alicea is a trail-blazer - pioneering a lionhearted movement to give back to the wild creatures that have inspired great fashion since the beginning of time.

From the Rainforest to the Runway

Adrian arose from humble beginnings, born in the rainforest of Puerto Rico, where he developed an early love of the lushness of nature. He relocated to New York City with his family at the age of four. Creativity and curiosity fueled his young imagination-- which eventually led him to a career in fashion and entertainment. As a young artist, Adrian got his start as a high fashion model and dancer, walking the runway for the great designers. He combined his knowledge of design, fit and style; along with his love for color, textures, and high-end fashion to start his own clothing line, ADRIAN ALICEA.

Brand Accomplishments

ADRIAN ALICEA exclusive designs have been worn by celebrities such as Zoe Saldana, Linda Evangelista, Blanca Soto, Channing Tatum, Marilyn Manson, Rihanna, and Paris Hilton, just to name a few. Adrian continues to receive fashion accolades. He is currently featured in the August 2013 edition of *VOGUE Italia*. He has been profiled in *Vogue Russian*, *InStyle*, *Spoon*, *Flaunt*, *Marie Claire*, *Numéro* and *GQ*. Adrian's creations were featured on the *Ellen DeGeneres* show, on Fox 5, the *E!TV News "Fashion Segment"*, a cover on *PoPimpressKA Journal*, and in a *MaybellineNY* sponsored segment with *AmericanLatinoTV*.

Show Excitement

Continuing in his success, this upcoming show will present the designer's vision with exquisite models, soulful music and stunning clothing. His friend Lourdes Morales, previously a vocal artist on the number one song Malcolm McLaren's "*Deep in Vogue*," is assisting him with show production. There will be special appearances by models Lu Sierra and CoCo Mitchell, as well as performances by *SOUND BOY* and *Moka Blu*. Major media coverage for this event will include Telemundo, Fox 5, ABC, NBC, NY1 and Univision, FashionstyleTV and much more.

Sponsors include, SulaNYC, Vibramfive Fingers, Klickpicks, Nico & Adrian, Juls Collection, Regalia Kids, Hypnotiq, Top Brass, Living Ernestly, Panico Salon, Debra Thompson Wines, Beach Bum, Popimpresska Journal and more to be announced.

Details

This exclusive event will take place on Thursday, September 12, 2013. The VIP and media reception is at 7:00pm, general admission at 8:30pm. The show will be held at Hotel Pennsylvania, Pen Top Ballroom, 401 7th Avenue in New York City. For additional information and ticket purchase, please visit www.adrianalicea.com. For press inquiries contact: lourdes.morales@adrianalicea.com, or sharell@adrianalicea.com