

FOR IMMEDIATE RELEASE

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*WASHINGTON, DC AREA BUSINESSES SHOWCASE
THEIR VISION FOR INAUGURAL FASHION IN A PHOTO
PICTORIAL FEATURING DC'S MEDIA MAVENS*

(WASHINGTON, DC) – Washington, D.C. area businesses came together to showcase their vision of what will be worn to Inaugural events this year in an artistic photo pictorial by photographer Zaid Hamid which features three local women at the forefront of social media: Andrea Rodgers of www.askmissa.com, Kate Michael of www.kstreetkate.com and Pamela Sorensen of www.pamelaspunc.com. Aba Bonney Kwawu, President of the Aba Agency, a luxury marketing, public relations and special events boutique, styled the shoot with the intent to create images that represent the fresh face of fashion at this year's Inaugural events, and to highlight each blogger's personality. "President Barack Obama's inauguration will not be like inaugurations of old. As he is 'The People's President', we will see much variety in the types of celebrations. From the formal State Balls to the hot cocktail parties and after parties, the red carpets will look much more like that of those in Hollywood and beyond," said Kwawu,

Kwawu selected formal and cocktail dresses from Bloomingdales, Chevy Chase with a variety of designers including Chetta B, BCBG, Marc Bouwer, Terri John and Diane von Furstenberg. Local designer Lacey Kirstein of LaceyK Shoes provided the footwear, which are available at Saks Jandel as well as online.

Keith Lipert chose the jewelry for each look from his collection at Keith Lipert Gallery. "It's very exciting that the lead taken by the incoming First Lady, Michelle Obama allows us to explore design and style in new ways," said Keith Lipert,

"The choice in hair, makeup, jewelry, clothing, shoes and our models in the photo shoot were reflective of the newness overwhelming the Nation's Capital. The Obama Campaign showed us the power of being contemporary and diverse, and their use of the new technologies was unprecedented," said Dennis Roche, whose Georgetown salon offered the shoot's hair and makeup style.

The photos were taken at the architecturally unique Ritz-Carlton in Georgetown. The hotel's industrial chic design incorporated the property's historic incinerator architecture with contemporary luxury to a stunning effect. Images were taken in Executive Chef Quang Duong's Fahrenheit restaurant, the Ritz-Carlton suite, and made use of the spectacular height and architecture in the Round Room underneath the former smokestack.

Images from the shoot will be available on December 29, 2008. Please contact Zaid Hamid at info@zaidhamid.com

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