

# Events

Apparel News: Mobius Lounge  
Fashion Show January 2007

## Citizen Fashion Seeks Fashion Future

Citizen Fashion competition and runway show featuring Nicolita and Mobius Lounge at the Orange County Museum of Art, Newport Beach, Calif. Jan. 18

**Scene:** Citizen Fashion, Web-based fashion incubator and makers of the Mobius Lounge and Citizen Fashion labels, put the spotlight on new brands and rising stars when it hosted the FORM fashion competition recently in Orange County, Calif.

The evening was split into two parts. The first featured runway showings from three existing labels: Mobius Lounge, Nicolita and Matteblack.

Originally launched as a menswear line, Mobius Lounge has expanded into women's apparel. Designer Helen Kang showed a mix of lounge-inspired dresses and separates in cotton/spandex and Modal/spandex.

Matteblack's designers—brothers Paul and Matt Wignall—showed a mix of geek-chic apparel for men and women in architectural shades of black, gray and cream.

The third collection in the runway show was swimwear line Nicolita, which drew inspiration from designer Nicole Sainz's Cuban roots.

A live band, **Darker My Love**, ushered in the second half of the evening's events, the FORM design competition, in which 11 finalists were given the theme "Red Carpet Couture." The judging panel included **Gen Art's** Shana Glick and Kathleen Fasanella, author of "The Entrepreneur's Guide to Sewn Product Manufacturing" and creator of a fashion blog ([www.fashion-incubator.com](http://www.fashion-incubator.com)). They narrowed the field down to four runners-up—Elaine Suh, Oscar Lima Jr., Jme Thomas and Jose Marquez—before naming Marquez the winner of the 2006 FORM competition. Marquez received a \$500 check and the support of Citizen Fashion, which will help the designer create his line from patterns to first samples. **C&A Apparel Service** will produce Marquez's collection's first samples. In addition, Marquez will have a chance to design at least three pieces under the **Jose Marquez for Citizen Fashion** label, which will be exhibited and available for sale at the Feb. 13–15 debut run of the **United Trade Show** in Las Vegas. (Citizen Fashion and Mobius Lounge are also exhibiting at the United Trade Show.)

The FORM competition and Citizen Fashion were founded by the husband-and-wife team of Helen Kang and Tom Lo. Each has nearly 20 years of experience in the apparel industry—Kang in design and pattern making and Lo in operations and project management.

Citizen Fashion was founded to "help democratize fashion and empower people all over the world to share their view of fashion and help produce it for other people to enjoy." The Web site gives aspiring designers a place to exhibit their creations, get feedback from visitors to the site and the chance to produce them for sale. Once a month, Citizen Fashion's visitors select one designer, whose creations will be put into production. The Los launched the FORM competition to incubate emerging designers "and help them launch their design careers."

For information, visit [www.citizenfashion.com](http://www.citizenfashion.com).—Alison A. Nieder



FORM winner Jose Marquez and a model wearing one of his designs



Matteblack



Mobius Lounge



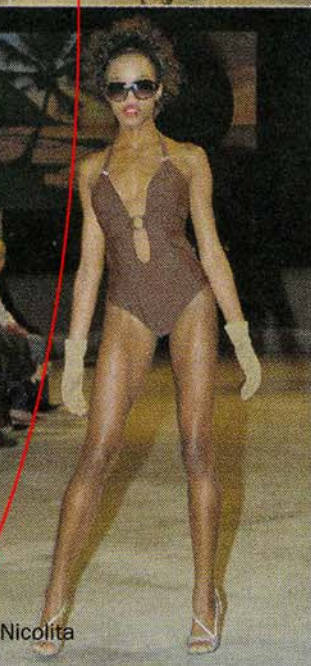
Nicolita



Matteblack



Mobius Lounge



Nicolita