

## **FOR IMMEDIATE RELEASE**

### **TrueGaines Productions announces Pharaoh Fashion: A Premier Event at emerging non-profit corporation, Arizona Apparel Foundation.**

**Tempe, Arizona-(November 26, 2016)** A dynastic air will soon loom amongst the walls of a brand new fashion center, as Arizona Apparel Foundation (AAF) hosts an ancient Egyptian Premier Event to kick off its first fashion event at its new non-profit organization.

Local film and photography team, TrueGaines Productions (TGP) is pleased to be partnering with the non-profit to host Pharaoh Fashion, an Egyptian themed fashion show featuring new works from local, African, and African American designers. The TGP production will also be the premier event for AAF as it prepares to launch in November 2016, and open its doors to the community to become a new home for Arizona's fashion industry.

Housed in the Tempe Performing Arts Center, Arizona Apparel Foundation is a community fashion mecca pioneering fashion resources for emerging designers in Phoenix's growing fashion world. The non-profit provides designers workshop space, community classes, designer studios, runway shows, photography, business consulting, and numerous other services to designers and inspiring artists. AAF will soon be known as Arizona's first and most comprehensive resource for independent fashion companies that puts everything under one roof, including all of the fashion-related services that they need to operate and grow their businesses.

TrueGaines Productions describes Pharaoh Fashion as the perfect opportunity to showcase the creativity that will soon be housed within the walls of the Foundation. The affair will employ local models, talent, vendors, musical entertainment, and more to create a night of Egyptian fashion and influence that promises to be the opening event of the season. Tickets can be purchased at [truegainesproductions.com](http://truegainesproductions.com). All proceeds from the event will benefit Arizona Apparel Foundation.

**WHEN:** Saturday, November 26, 2016

**WHERE:** Tempe Performing Arts Center: 132 E 6th St, Tempe, AZ 85281

**VISUALS:** Models in Egyptian attire, performers, musical entertainment, vendors, sponsors, body paint artists/canvases, local designers, local artwork.

#### **About Arizona Apparel Foundation**

AAF connects fashion to community by offering classes, vocational training, public events, community partnerships, scholarships, and youth programs. The Foundation's mission is to provide the knowledge and resources needed to foster Arizona's fashion industry. Its vision is to support cutting edge research and innovation in wearable tech and to build a sustainable and exciting new industry in Arizona. For more information about the Arizona Apparel Foundation, visit [www.azapparelfoundation.org](http://www.azapparelfoundation.org).

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