

Palm Beach Daily News

PalmBeachDailyNews.com

Established 1897

THE SHINY SHEET®



MONDAY, MARCH 5, 2007

8 Pages 75 cents

STRIKING A POSE



Daily News Photos by Jeffrey Langlois

A model sporting a sparkling Neil Bieff cocktail number is in the spotlight during Friday's opening night runway show of Palm Beach Fashion Week at The Mar-a-Lago Club's Trump Grand Ballroom.

Fashion Week kicks off third year

By **ROBERT JANJIGIAN**

Daily News Fashion Editor



The show featured embroidered jeans and separates from the Amanda Adams Couture collection.

Just after 9 p.m. Friday, when Melania and Donald Trump arrived to take their reserved front-row seats in The Mar-a-Lago Club's Trump Grand Ballroom, the main event — a runway show — of the Palm Beach Fashion Week opening night reception, could begin.

Before the music and lights were switched on so that models could make their way down the raised runway sporting clothing, jewelry and accessories from several designer and retail sources, the evening, a benefit for Alzheimer's Community Care, there was 20 minutes of welcoming remarks.

Master-of-ceremonies Tim Byrd, a local radio personality, the event chairwomen, local officials and sponsors who have supported the idea of a Palm Beach Fashion Week and Olympia Devine, who founded the event three years ago, all spoke for several minutes, most giving thanks to Trump for his contributions to the fashion week effort. Devine, who organizes fashion shows for club members at Mar-a-Lago, in addition to promoting the fashion week concept, men-



During the opening segment of the show, a male model walks the runway in a microfiber windshirt, cotton polo shirt, silk-cotton khakis, a braided leather belt, and stainless-steel bracelet watch, all from the Donald J. Trump Signature Collection of men's wear.

tioned how "gracious, kind and good" the Trump Organization has been to her.

With that, the show started.

The collection that led off the fashion parade?

The Donald J. Trump Signature Collection of men's wear, of course.

Byrd remarked, after male models rather slowly trudged down the runway sporting a variety of suits, sportsjackets and more sporty casual wear from the collection,

Please see FASHION, Page 8