# Scion Takes on the Runway Supporting Project Ethos Event

October 08, 2013

TORRANCE, Calif., (Oct. 8, 2013) – Local and international fashion, music and art will be on center stage when Scion sponsors the Project Ethosevent during Los Angeles Fashion Week on Oct. 15. The event will run 8 p.m. to 2 a.m. at the Avalon Hollywood and include runway shows, an art gallery and a live performance from L.A.-based music group YACHT.

Fans can enter to win the Ultimate LA Fashion Week Experience at http://projectethos.tv/the-ultimate-la-fashion-week-experience/. One winner will receive two VIP tickets, red carpet access, seating for the event and concert, a chauffeured limo and a $100 Visa gift card. The deadline to enter is Oct. 11 at 2 p.m. PST.

Throughout its 10 years, Scion has forged deep relationships within the arts community and supported more than 1,900 artists through galleries, music events and other efforts.

“Supporting individual passions has been a brand cornerstone for Scion, and this exciting fashion, music and art partnership with Project Ethos showcases each of the artists in dynamic ways,” said Amit Chandarana, Los Angeles region Scion manager. “The Project Ethos event will exhibit some of the top up-and-coming talent in the fashion industry and give new audiences a window into Scion’s unique culture.”

Fashion showcases will take place at 9 p.m. and 10 p.m. with an encore presentation at midnight. Designers featured include CA by vitamin A, Alex Vinash, Ermelinda Manos, Marialia, Isabelle Donola NYC, Nativ New York, Tumbler & Tipsy by Michael Kuluva presented by AIDS Healthcare Foundation and Out of the Closet Thrift Stores, NBC’s “Fashion Star” favorite GLAUDI by Johana Hernandez and jewelry by Kristen Dorsey Designs paired with Lauren Stucky. Runway show opening performances will be choreographed by former Lady Gaga dancer Michael Silas with fashion and art animation video by Miguel Bigs and Brittany Thurston. For more information, visit http://projectethos.tv/events/la-fashion-week/.