

Multi-platform Media Brand MODELINIA Partners with NYC life, the Official Television Network of the City of New York, for Fashion Week TV

*MODELINIA Fashion Week TV to broadcast the latest fashion news
hosted by Supermodels Veronica Webb and Coco Rocha*

New York, NY (February 2010) – **MODELINIA**, a multi-platform media brand, from the producers of **Project Runway**, that connects women to fashion, beauty and lifestyle through the experiences of the world's supermodels, will broadcast a daily television fashion and entertainment news program on NYC life (channel 25), the official television network of the City of New York.

MODELINIA Fashion Week TV is an insider pass to Fashion Week's most intriguing personalities, coveted collections and exclusive events. The show, hosted by supermodels Veronica Webb and Coco Rocha, will air as a half-hour fashion and entertainment news block on **NYC life (channel 25)**, with each episode airing at **10pmET, covering Fashion Week weeknights --Thursday, February 11th through Thursday, February 18th**, made possible by **Macy's**.

"New York City is the capital of the fashion world so it's especially fitting that the City's official television station will be highlighting a City institution like Fashion Week," said **Katherine Oliver, President of NYC Media, the official TV, radio and online network of New York City**. "We're so pleased to be teaming up with Modelinia to bring New Yorkers an all-access pass to Fashion Week with the premiere of this new show."

From in-studio and on-location interviews with designers, models and industry experts, to watching celebrities pop in and out backstage at Bryant Park and Milk Studios, MODELINIA's got all the Fashion Week coverage you need. Some sample segments include:

- **Today's Featured Designers:** **Veronica Webb** and **Coco Rocha** will interview designers Catherine Malandrino, Erin Fetherston and Rachel Roy backstage and at their studios during Fashion Week. Find out what inspires them, how they prepare for fashion week and their experiences showing their collections in New York.
- **Hot Spots:** NYC life's very own, **Kelly Choi** takes viewers to NYC's most fashionable hotspots.
- **Catwalks for Water:** Donned "The Eco Model", correspondent, **Summer Rayne Oakes**, take us through Aveda's and The NYC Department of Environmental Protection's initiative to green Fashion Week. Rayne goes backstage at Jason Wu and Rodarte to show how bottled water is being replaced with NYC tap water, eliminating the use of fur and serving locally sourced food to models and designers.
- **Beauty Secrets:** Models reveal their beauty secrets and give tips on how they keep their skin looking amazing.
- **Icons:** This series highlights the fashion industries icons including photographers Gilles Bensimon and Roxanne Lowit and supermodels Iman, Paulina Porizkova and Elaine Irwin-Mellencamp.
- **PS I Made This:** **Erica Domesek**, distinguished lifestyle expert and founder of PS I Made This (a Do-It-Yourself initiative), and model **Crystal Renn** show viewers, step-by-step, how to create an embellished bra for Valentine's Day and a flower headband inspired by Renn's walk down Galliano's runway.
- **Shopping With:** Go shopping with models Noot Seear and Myf Shepard to find out where they get the best deals, what their style is really like and which boutiques they consider to be NYC's hidden treasures.

Visit: www.MODELINIA.com to view all of MODELINIA'S Fashion Week coverage.

Visit www.nyc.gov/media for local cable and satellite listings.

About NYC Media

NYC Media, the official TV, radio and online network of New York City, informs, educates and entertains New Yorkers about the City's diverse people and neighborhoods, government, services, attractions and activities. As a unique public media entity, NYC Media produces award winning content that is accountable, useful and compelling and serves as the quintessential source of information about New York City. Learn more at nyc.gov/media.

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Press Contact:

MODELINIA: Sevan Kalayjian, 212.995.7686, skalayjian@modelinia.com

NYC Media: Marybeth Ihle, 212-669-7742, mihle@tv.nyc.gov