

SOB MAGAZINE[©]

PRESENTS

SOB FASHION RUNWAY[©]

WHERE THE COLOR OF FASHION LIVES[©]

FEBRUARY 13, 2010 DURING THE NBA ALL STAR WEEKEND

ONLINE CALL FOR MODELS AND DESIGNERS

NEW YORK (SEPTEMBER 30, 2009) – SOB announces its ONLINE Call For Models and Designers for the 2010 SOB FASHION RUNWAY IN DALLAS, TX DURING THE NBA ALL STAR WEEKEND.

Strategically coupled with the All Star Weekend, SOB promises a great experience and tons of exposure during such a high-profile time in the industry of entertainment.

ONLINE CALL FOR MODELS AND DESIGNERS

Locations: SOB MAGAZINE.COM

SOB IS LOOKING FOR MALE AND FEMALE PROFESSIONAL AND/OR ASPIRING MODELS TO PARTICIPATE IN THE 2010 SOB FASHION RUNWAY IN DALLAS, TEXAS DURING ALL STAR WEEKEND FEBRUARY 13, 2010.

- All Types of Models
- All Ethnic Types
- U.S. Residents
- **Model Submission Fee:** \$45

SOB IS LOOKING FOR FASHION DESIGNERS INTERESTED IN *COLOR FASHION FORWARD THINKING*. YOU MUST BE WILLING TO USE MODELS OF ALL ETHNIC BACKGROUNDS IN YOUR LINE TO PARTICIPATE IN THE 2010 SOB FASHION RUNWAY IN DALLAS, TEXAS DURING ALL STAR WEEKEND FEBRUARY 13, 2010.

- The following Designer Packages are available by **request** only (dentries@sobmagazine.com):
 - Headliner Designer
 - Runway Designer
 - Emerging Designer

*Applicants of All Ages can apply, however, underage applicants must submit parental/guardianship consent in writing.

*Models/Designers must be confident and sociable.

*Models/Designers are responsible for their own Travel & Hotel accommodations.

*Models/Designers are expected to act with professionalism.

*Submission does not guarantee entrance.

*All application materials will not be returned. **No refunds.**

Mail All Materials (Comp card/Photos/Resume) and Application Fee:

SOB FASHION RUNWAY

342 BROADWAY

STE. 426

NEW YORK, NY 10013

Questions regarding designer entries (dentries@sobmagazine.com) and call-for-models (mentries@sobmagazine.com) please email.

About SOB

SOB Magazine highlights models, designers and corporations all interested in color forward thinking. SOB Fashion Runway creates a platform of diverse opportunity for designers, models and industry leaders in beauty and fashion. The SOB Fashion Runway is annual during the NBA All Star Weekend. www.sobmagazine.com Where the Color of Fashion Lives.

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