

SOB MAGAZINE[©]

PRESENTS

SOB FASHION RUNWAY[©]

WHERE THE COLOR OF FASHION LIVES[©]

FEBRUARY 13, 2010 DURING THE NBA ALL STAR WEEKEND

NEW YORK (SEPTEMBER 10TH, 2009) – In celebration of New York Fashion Week SOB proudly presents the SOB Fashion Runway which will debut at the Hotel Palomar Dallas during the NBA All Star Weekend.

Today marks the world premiere of the SOB website, which is indicative of the striking beauty that color beholds and contributes to the fashion industry. SOB is a natural venue for hosting a ground-breaking event that embodies the progression of color in fashion.

“Certainly a major factor long ignored during the world’s most anticipated week of fashion, SOB welcomes those interested in color forward thinking” says **SOB CEO Tonisha Johnson**.

SOB stands for “Shades of Black” and is where the *color* of fashion lives.

Questions regarding designer entries (dentries@sobmagazine.com) and call-for-models (mentries@sobmagazine.com) please email one of the following or by calling 646.471.8233 (Option 5/Choice 3).

Hotel Palomar Dallas is the official 2010 host hotel. Contact the hotels reservation desk directly by calling 888.253.9030. Mention SOB

For more Information, Press Inquiries and/or Questions contact:

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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.

About Hotel Palomar Dallas

Hotel Palomar Dallas, a Kimpton Hotel, centers itself between the vibrant, upscale Lakewood and Park Cities neighborhood, just moments from Southern Methodist University and a few short miles from the Dallas Convention Center. Surrounded by the best entertainment areas Dallas has to offer and the energy of downtown Dallas, the luxury Hotel Palomar artfully sets in motion a memorable stay for both business and leisure travelers. Stylish sophistication and artistic expression converge at Hotel Palomar Dallas, the city’s playground for arts and entertainment. www.hotelpalomar-dallas.com

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