



**For Immediate Release**

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**LOCAL DESIGNERS TO ADD FLAIR TO IPOP! LOS ANGELES**  
*Shaun Robinson from Access Hollywood Named as Host*

(Los Angeles, January 3, 2005) – iPOP! (International Presentation of Performers) announced today that “Access Hollywood’s” correspondent and weekend host will host iPOP! LA which will take place during a four day convention at the Century Plaza Hotel in Los Angeles from January 6 – 9, 2006. Over 1500 children and teenagers are confirmed to attend with an additional 800 parenting chaperones in tow. iPOP! participants will get an opportunity to sing, dance, act and model in front of the entertainment industry’s most respected agents, managers and casting directors. iPOP!, created with the innovation of successfully merging fashion and modeling with the music and entertainment industry, has become the largest and most well respected event for aspiring models and talent to attend.

Overseeing iPOP’s Fashion Show this year will be special guest, Michael Maddox, an expert in the field of fashion and modeling. Maddox has produced and directed major fashion shows for over 17 years for Betsey Johnson, DKNY, and Donna Karen and has worked the top leading agencies such as LA Models, IMG New York, Wilhelmina, and NY Models. In addition to organizing the runway show, Maddox host master classes in runway techniques and fashion.

Providing hair and make-up to this year’s event will be Hypnotic Salon & Spa. Owner & hairstylist, Tiffany O’Conner will offer the latest in hair design, makeup (and application) and skin treatments. Hypnotic Salon & Spa is proud of the company’s accomplished team of stylists. In addition to the salon’s individual client services, the Hypnotic team excels in runway, fashion print and television work. In fact, Tiffany, along with hairstylist Jerry Ramos, recently served as head hairstylists for the acclaimed debut show “*Baltazar Signature*”. Hypnotic is currently collaborating with Raymundo Baltazar (of Bravo’s hit fashion series “Project Runway”) on “Caras,” a book focusing on hair, make-up, fashion and American culture. [www.hypnoticsalon.net](http://www.hypnoticsalon.net).

Contributing to the exciting style of iPOP! fashion is Raymundo Baltazar, 25, a fashion designer-stylist and the founder of leading edge clothing lines “*Baltazar Signature*” and “*Young. Balls.*” Raymundo can currently be seen on Bravo’s hit fashion series “*Project Runway 2*”. His clothing is sold exclusively through [www.rocketqueenboutique.com](http://www.rocketqueenboutique.com). Raymundo just completed styling a children’s television project for The Dan Clark Company and The Jim Henson Company developed for Cartoon Network.

Currently he is creating a third collection for his “Young.Balls.” line. As a stylist Raymundo has worked for numerous clients and events including: S-Hoper Designs, LA-Fashion Week, BCBGMaxAzria and Ed Hardy. Raymundo is returning to iPOP for the 2006 fashion show in Hollywood after successfully styling the 2005 event in NYC. Raymundo was born in Mexico, raised in Los Angeles, and has been working in fashion, art and media since he was 16 years old. A graduate of L.A.’s design school FIDM, Raymundo lives in Hollywood with his three dogs and one fat cat.

Also styling iPOP! this year, is Nikolaki. After quickly being picked up by Henri Bendel in the Spring of 2001, Nick and David officially launched NIKOLAKI with a complete collection in the fall of 2001. Their goal was to provide women with a high-end, young designer line consisting of silk charmeuses, grecian-draped jersey dresses, as well as contemporary separates. In recent seasons, NIKOLAKI's retro-inspired jackets, pencil skirts and silk dresses have been highly sought after, and have been carried in stores such as Nordstrom, Sharon Segal, Diabolina, Aero & Co. and Mushi Mushi. Look for NIKOLAKI's current collection at Dove Boutique on Robertson. Since they launched, NIKOLAKI has been shown at Smashbox Fashion Week Los Angeles and featured in various publications including *WWD*, *Nylon*, *Ocean Drive*, *Lucky* and *California Apparel News*. Their celebrity clients have included Patricia Arquette, Eva Longoria, Nikka Costa, Alicia Keyes, Niki Taylor and Ali Landry. In addition, their designs have been featured in several television and film projects, and have continually appeared on the red carpet for such award shows as the *Vogue/VHI Fashion Awards*, the *Emmy Awards* and the *Country Music Awards*.

iPOP! is fortunate enough to have Sterling Capricio contribute his provocative fashion designs to the evening as well. His style is a unique mix of performance art and couture. Drawing from his musical background as a former guitar player in a rock band, Capricio splices edginess and vulnerability with the uncanny creating a signature style he labels, Gothic-Soul. He has designed for celebrities including Patricia Arquette, Garcelle Beauvais-Nilon, Daryl Hannah and Tyra Banks.

Senna Cosmetics will provide the makeup and cosmetics for the evening. Eugenia Weston founder of Senna Cosmetics brings several years of experience to her line by creating the color, textures and formula of her Senna Cosmetics and skincare lines. This Emmy nominated celebrity makeup professional is proud to be contributing to this year’s iPOP!.

Well known designer Tomomi Fukuda will be participating in the men’s fashion runway show, with her clothing line and boutique store, Camden Lock. Camden Lock can also be found on racks at Fred Segal and American Rag. Tomomi is probably best known for her hand-knit mohair sweaters worn by the likes of Jared Leto, Mark McGrath and Green Day.

For more information about iPOP! please refer to the official iPOP! website at [www.ipopconvention.com](http://www.ipopconvention.com) or contact Tas Steiner at Tas Steiner Public Relations.

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