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Fashion Focus Chicago RECAP

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[Mario Make Me a Model](#)

Mario Make Me a Model came to a stunning conclusion at the smartwater® & Chicago magazine present Mario, Make Me a Model and WAVE OF FASHION Event. The night was also sponsored by Wella, CÎROC Ultra Premium Vodka and featured DJ Megan Taylor with models from Ford Models Chicago.

The house was jam packed with fashion lovers, Chicago socialites and families waiting to find out who Mario would dub this year's sweetheart of modeling. After completing their final task of walking the runway alongside professional ford models, the 5 finalists finally came to the end of their contest journey. Briana Smith of Bolingbrook, IL was named the M4 winner of 2010.

The Mario Make Me a Model not only highlighted modeling talent, but fashion design talent as well. Designs of Calvin Tran, Zamrie, Jermikko, Dorsia and Reddoll.

Reddoll by far made the most impact on the Chicago Fashion Examiner. Her pieces were delicate, yet strong and her skill is amazingly spot on. Her attention to detail and immense understanding of the female form created an amazing synergy in each of her pieces. Anyone who is wearing a Reddoll piece is bound to feel like a beautiful doll!

The Chicago examiner was able to get in a quick interview of Mario before the event started. In Mario's eyes, all of finalists were winners. Not one of these young people will have the same life after this opportunity. He was truly inspired to see each of their dreams come to fruition. He also divulged that as with many of the finalists in the past, he has seen success come from the contest for those who weren't selected to be the grand prize winner. The Ford Agency worked side by side in training each of the finalists and their hard work paid off.

The contest details:

Each of the finalists received:

- A 10-week membership and 12 fitness session's to Equinox Fitness Clubs
- A fashion advertorial page in Chicago Magazine with top photographer, Matt Ferguson
- A makeover including hair and make-up from Mario Tricoci Hair Salons & Day Spas
- Runway instruction by Ford Models, Inc.
- Be featured in a professional runway show in Chicago on October 20, 2010
- Consideration for a modeling contract
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In addition, the final winner received:

- An all inclusive five-night trip for two to [Riu Palace Riviera Maya, Cancun Mexico](#) through Apple Vacations/Dreams Resort & Spa
- \$500.00 in [COSE cosmetics](#)
- A one-year membership to [Equinox Fitness Clubs](#)

The importance of Chicago Fashion in the industry is seen at events such as Fashion Focus Chicago. The week ended with an Industry Education Day at the Chicago Cultural Center hosted by the Mayor's Fashion Council. The day spotlighted Free industry seminar that were provided by local fashion organizations, business groups and the Mayor's Fashion Council. Topics ranged from intellectual property to sourcing locally and internationally to mastering social media.