

## OFFICIAL PRESS RELEASE



The mission of Magnum Opus Studio of the Stars and The Paparazzi Party is economic development for our local fashion designers, models, photographers, film makers, hair/ makeup teams, stylists, production team and provide value for our sponsors. Our team of Creatives will have the opportunity to showcase their talents to attendees, celebrity photographers, buyers, investors, talent agents, local businesses, sponsors and national media outlets. This event will be held the first Thursday of every month.

For many of our designers they are missing the funding to move to the next level of mass production and international sales. Our global fashion industry brings in a revenue 2.4 trillion dollars annually; Sacramento has the talent to bring in 1% of this revenue and to make Sacramento a destination tourism, fashion and entertainment.

Local Artist Jrmarr Jefferson will be co-hosting the show and performing his hit song "Rainbows". Rainbows is scheduled to be released with his next album in 2019. Jrmarr appeared on American Idol with Carrie Underwood. The first event for Paparazzi Party will be held December 6<sup>th</sup> from 6pm to midnight, tickets in advance are \$40, \$60 at the door and \$100 for VIP. Event will include food catered by Mike Bee Intimate Events and Kia's Konfession's. Tickets are on sale at [www.thepaparazziparty.com](http://www.thepaparazziparty.com).

Sacramento's First Wearable Artist Rory Castillo will be presenting his Old Hollywood Glamour Showcase; he is the only designer in Sacramento that sells consistently to buyers in Los Angeles, his work compliments women attending Gala's and high profiled events. Marcus Redd, Los Angeles based Celebrity Photographer will be on the runway, capturing the moment Rory Castillo makes Sacramento Famous for Old Hollywood Glamour.

Gerry Simpson is the innovator who created the Model Bootcamp's for Sacramento Fashion Week. The Producers of SACFW were his students at one time in the Bay Area. Gerry Simpson is an actor, model, voice over, designer, painter, business owner and model coach. For models wanting to learn from the best in the industry, there is no other program in the world like Gerry's Model Bootcamp. His wearable denim and his one of kind paintings will be available for purchase at the event.

Latiya Ghloar is Sacramento's First International Designer, she is preparing for her first World Tour in 2019. Latiya will be showcasing in London, Dubai, Paris, New York and Los Angeles and is the rock star of Sacramento designers. Her music, her walk, her collection everything about American Umma is years ahead of the trends and will reach masses around the world. American Umma has the potential to be an overnight American Success Story that will generate billions in sales.

Katina Aitkens is Sacramento's First Model with Down syndrome, she was discovered last year after her mother was advocating on Sacramento Fashion Week's Face book for diversity in Sacramento. She will be walking with Latiya in hopes she can be prepared for a possible World Tour with American Umma. What makes Katina unique is she has political ambitions; she worked for Darrell Steinberg when he was campaigned for Mayor and recently interned for Assembly Jim Frazier.

A portion of the proceeds will benefit a local non-profit in Sacramento. Help Fight Poverty will provide skills, job training and employment to low income women in technology and clothing manufacturing. For media interviews contact Jade Nicole at [jn@talentmagazines.com](mailto:jn@talentmagazines.com) 1-800-890-1026 ext. 123