

LETTERHEAD

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Michigan State University's VIM magazine to host biggest fashion show to date

Community encouraged to attend annual spring showcase on March 24

EAST LANSING, Mich. – MSU's VIM magazine announced its annual fashion show will be held March 24 at the Wharton Center in East Lansing, including a longer format, more designs and sponsored raffle.

VIM is a student-run fashion magazine that offers participating students a network of like-minded creatives, hands-on experience and leadership opportunities. Every year the magazine puts on a fashion show to raise funds for the club. The annual fashion show pairs textile design students with volunteer student models to showcase the pieces they have created over the school year. In the past, the shows have only run for 30-45 minutes, but VIM's fashion relations team projects that the show will probably be double that runtime with double the designs.

"Last year's show was the first fashion show since COVID lockdowns, and it was definitely a learning curve for us," says Kierstyn Opasik, director of VIM's fashion relations team. "This year, we have our longest show yet, with multiple pieces from student designers. We let our textile design students submit multiple designs rather than one to better display their work and work with our volunteer models."

In addition to these technical changes to the show, the fashion relations team has paired with sponsors to host the first-ever raffle for ticket holders.

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The show will have an intermission in which the donated items will be raffled off to those who enter.

“Our student team reached out to several of our past partners and were able to get some sponsors to donate items,” says Opersik. “The most exciting part is that it will be free for all attendees to participate. If you have an entry ticket, you can enter the raffle. I’m so proud of our team members who made all this possible through tireless outreach.”

The proceeds from the show’s ticket sales will go directly back into VIM and aid in funding future fashion shows, as well funding the print magazine that the club works on every semester. Students and community members alike are encouraged to attend and support MSU’s textile design students and VIM at the show. The show will take place at the Wharton Center in East Lansing on March 24 at 7 p.m.

Tickets are available for purchase at www.whartoncenter.com/events and can be purchased up to the hour of the event.

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