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BRR Team Wins Haute Couture at IIDA Color + Couture

The Fourth Annual IIDA Color + Couture Fashion Show was held at the Kansas City Convention Center Ballroom. This event pushed the envelope of both Interior and Fashion Design. Teams of designers from local Firms and students from design schools designed, created, and modeled an outfit made of materials donated by their team's sponsor, a local product representative. The six finish categories were wall coverings, flooring and solid surfaces, carpet, fabric, furniture and lighting. In conjunction with the provided materials, the design was also based on colors from Benjamin Moore's 2010 Color Pulse. This year, one color for each team was pre-selected and the second color was chosen by the design team. At the event, the team models strutted down the runway in front of the design community as if they were in Milan or Paris. The panel of judges, made up of prominent design industry personalities, selected the teams that stood out from the rest of the competition and judged the creations for awards in six categories. The categories were Haute Couture (Most Fabulous), Prete a Porter (Ready to wear), Best Integration of Finish and Fashion, Sustainability, Most Inspired and Honorable Mention.

BRR made a return appearance this year, entering two teams into this high-powered haute couture competition. One team was randomly paired with fabric and the other team with wallcovering. Marcia's fashion garment made from tapestry materials revived a sense of history and fashion in more challenging economic times like now. This creation incorporated fashion that our country adopted in the 1940's during a time of war and economic hardship. Equally impressive, Melissa was dressed to kill in her illuminated honeycomb swirl gown and radiant glass-beaded bodice. Both teams worked extremely hard to make their creation over the top. In the end, BRR Team #1 beat out all of the competition and Melissa's swirl gown took the top honor of Haute Couture! Many thanks to both teams for their time, dedication and support of Interior Design in Kansas City. And additional thanks to everyone who came to the event to support the brave souls that put themselves in the spotlight for one magnificent evening.

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