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For immediate release:

**Announcing Spring MNfashion Week Clothing Swap Event**  
**Alter/Nation: breaking down the barrier between consumer and creator.**



DATE: Saturday April 24, 2010  
LOCATION: The Grain Belt Bottling House  
79 13th Avenue NE  
Minneapolis, MN 55413  
TIME: 1-5 pm  
COST: \$5 and a bag of clothing/accessories

Hey, fashion lovers! We are pleased to announce the biggest clothing swap event the Twin Cities has ever seen. This elusive mash-up of an exchange, do-it-yourself activities, styling stations and eco-fashion shows gives you sexy 'Sotans the opportunity to take an hands on approach to creation and evolution of your wardrobe. CounterCouture, a new upcycling brand, is hosting and event such collaborators as Ever After Gowns, Anthem Heart, Yelp, taj salon & spa, Je Ne Regrette Rien, I've Got Your Style and more in an event we're calling Alter/Nation. Alter/Nation aims to counter the wasteful habits of the apparel industry through the creative re-use of an existing clothing surplus – and have fun doing it!

Here's how it works:

• *DROP-OFF*

Alter/Nation, a Spring MNfashion Week sponsored event, will begin accepting any clothing and accessories donations on Earth Day, April 22nd from 4-7, at the MNfashion Studio located in studio #212 at The Grain Belt Bottling House. You will receive vouchers for each piece donated. You can redeem these vouchers for any other piece of clothing or accessory at the event. The more you give, the more you get! Early drop-off ensures a preview of goods before the event kicks off. Can't make it? Bring your items the day of. We only request that all donated items be apparel related, clean and stain-free, and have no damages. Think, would somebody else love this?

All leftover garments from the swap will be passed on to the MNfashion resale event called From the Archives, which will be taking place May 14th & 15th, and then finally to Goodwill.

- *EXCHANGE*

For every item you bring in, you can exchange for something new to revive your spring wardrobe. The more people, the more stuff, so keep your eye out for items refreshing the racks as the afternoon rolls on.

- *CREATE*

Have a specific vision for that new treasure? If you know your way around a sewing machine you can alter your goods live - or - work with local designers, image experts, and sewing assistants help you to make simple alterations, add embellishments, and develop the overall look. To make your look even more custom, you can have the guys at Anthem Heart do a screen print pressed live on one of your duds for only five bucks.

- *VOGUE*

Now that you got it, flaunt it! Participants can visit the hair and makeup team from taj salon & spa and get glammed up to showcase the amazing transformations in our fun photo booth by Jayme Halbritter Photography while DJ Ken Hannigan spins a DJ set all afternoon.

- *NOURISH*

Did we mention the food? Snack on apps from Red Stag Supper Club while you swap your goods. Phillips Prairie Organic Vodka will also be serving specialty cocktails for the of age crowd.

- *PREVIEW THE FUTURE*

At 4pm CounterCouture previews its new spring collection on the runway, with styling led up by Alice Sydow of I've Got Your Style. This new brand works with local designers to transform bridesmaid dresses into new, modern, sexy cocktail dresses. It's upcycling at its finest! Then see more new fashions by CounterCouture designers Kristy Janigo of Je Ne Regrette Rien and newbie Marissa Bridges. Chat with them afterwards about how they incorporate sustainable techniques into their designs, and get suggestions for your own projects.

- *NO LONGER A BRIDESMAID!*

Have any gently used bridesmaid or prom dresses? Bring them with! We will have a separate donation area for these garments, which will be donated to Ever After Gowns and CounterCouture.

So come join us in this ground breaking clothing swap and creative evolution! To learn more about the events taking place during 2010 Spring MNfashion Week visit [www.mnfashionweek.com](http://www.mnfashionweek.com).