



## PRESS RELEASE

### Turning the Street Into a Runway:

#### Fashion Show in Downtown Belleville

Belleville, Ontario, August 25, 2021 - This **Saturday, August 28**, part of the street closure on Front Street will be transformed into a runway as **Mode Elle models** show off Downtown retailer clothing in the **first Downtown District Fashion Show**.

Starting in front of the Geen's building at 273 Front Street and walking North towards Victoria Avenue, models will be showcasing looks from **Miss Priss, Pure Honey Boutique, Roluf's Travel, Park Provisioners Barbershop and Haberdashery, Boretski Gallery, Kate's Kitchen Shop, Bazaar Artisan Market** and **KC Closet**.

"Not only is this a great way to be using the extended pedestrian sidewalk that the street closure creates, but it will be showcasing the incredible fashion selection we have access to in Downtown Belleville as well," says Luisa Sorrentino, Downtown District BIA Executive Director. "We are fortunate to have Mode Elle be such a great resource for talent and runway experience to organize an event like this!"

On Saturday there will be **30 minute shows** at **11 a.m., 2:30 p.m. and 5:30 p.m.** for pedestrians to stop and watch.

"We are so excited about this collaboration between Mode Elle and the Downtown Belleville merchants," says Leah Hamilton, New Face Agent & Director of Operations at Mode Elle. "It is the perfect way for everyone to showcase what they have in store. After this week, we will always see Front Street as a runway. We look forward to this first fashion show laying the groundwork for future events in the Downtown where Mode Elle and our local merchants can collaborate together!"

Come visit the Downtown District this Saturday to eat from one of our many restaurants, shop at some retailers and see the fashion show in action.

**For more information please contact:**

Visit **[DOWNTOWNBELLEVILLE.CA](http://DOWNTOWNBELLEVILLE.CA)**

*The*  
**DOWNTOWN**  
**18 DISTRICT 16**  
**BELLEVILLE**

Tiffany Spencer, Media & Marketing Officer (*Maternity leave for Kelsey Moniz*)

e-mail: [hello@downtownbelleville.ca](mailto:hello@downtownbelleville.ca)

Phone: 613-968-2242