



December, 2008

Dear Parents of Prospective *Pure Fashion* Models:

Your daughter has just embarked on one of the most exciting programs in America for her spiritual and personal growth!

*Pure Fashion*, a national network of fashion shows, seeks to give teens the tools to live and transmit the message that a woman is valuable for *who* she is, and not what she looks like, how others judge her, or what she wears. The teen models of *Pure Fashion* shows are for girls 14-18 by January, who discover that true beauty is more than an attractive exterior--true beauty comes from within.

*Pure Fashion* started as an initiative of families in several major cities including Chicago, Seattle and Atlanta, who were concerned about the skin-baring trends that shape today's fashions. In the past five years, *Pure Fashion* has spread across the country, the explosive growth of local fashion shows have convinced *Pure Fashion* organizers of the need to take this message to national audiences.

The models show their inner beauty through committing themselves to a life of purity, authenticity, generosity, self-confidence, grace and style. Before the show, *Pure Fashion* models participate in a Model Training Program that teaches them everything from how to walk on a runway to ways to lead others to live according to solid principles. They learn that *real models are role models*.

We look forward to getting to know you and your daughter in the coming months. Over the next eight months, your daughter will be completing a *Pure Fashion* Model Training Program. As a *Pure Fashion* Model, she will need to attend all of the training sessions. Mothers are encouraged to attend with their daughters and will be invited to participate in break-out sessions just for them.

There are seven sessions that every *Pure Fashion* model must attend before the fittings and the fashion show itself:

1. Spotlight on Beauty (January 10)
2. Elegant Expressions (late January/early February)
3. Father/Daughter Dinner (March 7)
4. Reflections (April)
5. Mother/Daughter Tea (May)
6. Heart & Soul Makeover Retreat/Mission (June)
7. Runways of Life (July)

### **Spotlight on Beauty**

Welcome to Pure Fashion! You and your parents will meet the Pure Fashion organizational committee and learn what it means to be a real model. The environment will be fun, festive and celebratory.

### **Elegant Expressions**

*Pure Fashion* models are going to be the future's leaders and trendsetters, so learning to communicate elegantly and with style are key for your development. This session on public speaking will give an added plus to all you will be receiving in the training sessions.

*Models of the Great Designer!*

### **Father/Daughter Dinner**

Young ladies need fathers or father figures in their lives. They appreciate what a father offers to them as the protector and the provider, tough on the outside but tender on the inside. We are excited to host this banquet *celebrating* fatherhood!!

### **Reflections**

The strength of a woman is her beauty, inside and out, that is. You will learn not only great beauty tips from the pros, but also tips on remaining beautiful within. You will receive personalized make-up and hair instruction in a group setting.

### **Mother Daughter Tea**

Get ready to be treated like a princess while learning how to act like one, too! You and your mom will learn the ins and outs of social manners and etiquette.

### **Heart & Soul Makeover Weekend**

This weekend retreat will be a wonderful opportunity for you to “get away,” have fun with other girls, and focus on the reasons behind choosing to be pure.

### **Runways of Life**

*Pure Fashion's* models of modesty and purity must talk the talk and walk the walk on the runway awaiting them, as well as the runways of life. You have to do it with self-confidence, grace and style. Body language and posture speak volumes before we can even say a word. *Pure Fashion* aims to develop personal confidence because we never get a second chance to make a first impression.

As you can see, the program covers many areas that will help your daughter as she grows into a beautiful young woman. After months of preparation, the 2009 *Pure Fashion* show will take place on August 30, 2009, at UNOH Event Center in Lima, Ohio. The week prior to the show, your daughter will need to attend fitting sessions, so try to keep your calendar clear!

**Model sign up instructions:** Signing up to be a model is a two step process. First, you can complete a hard copy application OR complete this same form online by **December 28th** by going to [purefashion.com](http://purefashion.com), choose Putnam County from the map then click the model registration tab on the left side of the screen. Once all applications are in and have been reviewed by the core team, your daughter will receive e-mail notice of her acceptance as a model by *December 30th* along with a link to register as a model (the 2nd part of the process). This e-mail will contain more detailed instructions of the registration process; as it can sometimes be confusing. This online registration (second part) needs to be done by **January 5th**. The \$100 registration fee needs to be turned in at the first training session on **January 10th** which is called the Spotlight on Beauty (more details to come). There will also be a modest charge for the Father/Daughter dinner, the Mother/Daughter Tea and the weekend retreat. All efforts will be made to offset cost. If you would like to mail the application, please send to address on back of form.

Thank you again for being part of *Pure Fashion* 2009.

Truly Yours in Christ,

Susan Meyer  
Chairwoman

Julie Pothast  
Co-Chairwoman

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