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Press Release:
FOR IMMEDIATE RELEASE



Students Walk the Red Carpet

Riverview's Sports & Entertainment Management and Marketing class recently "walked the red carpet" showcasing a new product line.....duct tape apparel and accessories.

genZ wanted to bring back the 2000s with their launch, which was born out of their genuine love of those years. They believe fashion is always evolving and their brand should be evolving as well. Their goal was to bring back this cultural decade by designing their own pieces with their own twist.

Proper Nine crafted a clothing and accessory line to showcase elegant formal wear to appeal to people in their early twenties who appreciate extravagant date nights. From white leather cropped jackets to sports coats radiating sleekness, immense precision is always used at *Proper Nine*.

Students created personalized invitations for study hall students and teachers to attend the event. A catalog page describing the apparel line was given to all guests before the show and a reception of appetizers and drinks followed. Complete with emcees, music, and models, the red carpet event was a gala of glamour and glitz!