

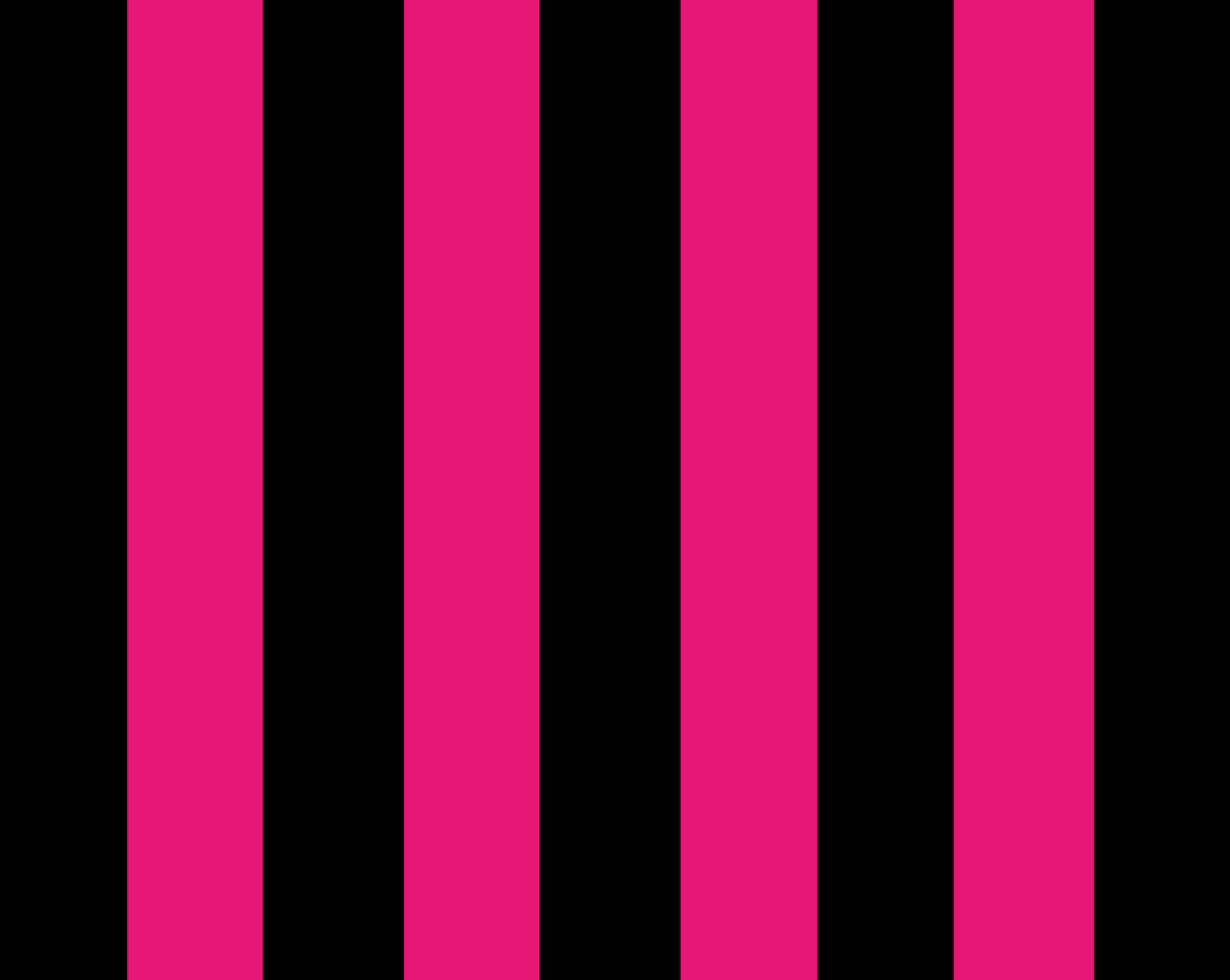


OPERATION

WISLE STYLIS

**AN ALTERNA-BRIDAL
FASHION EVENT**







OPERATION
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OPERATION Aisle Style

W Hotel San Francisco · Grand Ballroom · March 12, 2009, 6 pm – 10 pm

Operation Aisle Style is the one, only, and first, alterna-bridal event created by Anti-Bride Productions and Destination I Do Magazine: a fashion show, competition, music and multi-media event highlighting the philosophy of tying the knot outside of the box and exploring the road less travelled when saying the words “I Do.”

Operation Aisle Style is a state of mind where rules are broken, exploding into a riot of creativity and innovation. It's the beginning of a new way of thinking 'wedding' and deconstructing the myth and social pressure associated with the virginal white dress.



Event OVERVIEW

PURPOSE

To enlighten and entertain alterna-brides and grooms, destination couples, in-town style setters, and cultural and technological innovators. To open the playing field for vendors who aren't traditionally seen as "bridal industry." To redefine and reinterpret what "wedding" means from a fashion, music, venue, ambiance and entertainment perspective and highlight how this deviates from predictable 'Wedding Industrial Complex' offerings. To celebrate individuality and reward creativity.

CULTURAL RELEVANCE

Operation Aisle Style creates grass roots momentum by linking counter culture, couture, alterna-bridal style, street fashion, destination romance travel, music trend and urban tribes, and in doing so, becomes a nexus of social influence in the alterna-bridal pop cultural space and beyond. Who says that Vera Wang and Martha Stewart have the last word on weddings, fashion, food, entertaining and ambiance? We are creating and supporting this philosophy daily on our sites, blogs, books and magazine, and aim to work with like-minded compatriots.

THE CHALLENGE

Realizing that it really does take a village to translate an idea into reality, the team went straight to the top fashion design school in San Francisco, The Art Institute of California, San Francisco to present a challenge:

Create an Anti-Bride ensemble that's stunning, visionary, wearable and just a little bit different: white is *verboten*. Subvert the idea of "white wedding" and open up the lens a little. Show humor, innovation and bend the rules by channeling any of these lifestyles mirroring this brides design aesthetic:

Beach	60's Mod	Rocker
Mad Men	Same Sex	Recycle
Anglo Mania	Rockabilly	Asian Garden
Punk	Open Life Style	Green

CHALLENGE ACCEPTED

The Art Institute of California's students not only created the dresses, but also put on the fashion show. Proud faculty made sure the devil was in the details. San Francisco Institute of Esthetics and Cosmetology translated the fashion vision of the designers into corresponding hair and makeup artistry to rock the runway. Fourteen contestants faced down 5 formidable judges for the ultimate victory: an Anti-Bride Wedding Dress Challenge Winner.

COMPETITION JUDGES

Katie Rice Jones: Style Network, E! TV Guide Channel, Oxygen
Laurent Gerin: Head Designer, Williams Sonoma/Williams Sonoma Home
Samantha Durbin: Fabsugar.com, Sugar Publishing
Heidi Richman: Rock Band Couturier, Marketing Diva, Rocker Bride impresario.
Lorraine Saunders: SFIndiefashion.com, Glam Watch 7x7



The ARCHITECTS

Carolyn Gerin, creator of the bestselling Anti-Bride book series and social community, wanted to make the philosophy of the books spring to life, showcasing what real Anti-Bride style looked like when unleashed on the runway. Having created the first Operation Aisle Style in 2004, at Sony Metreon, she partnered with Jennifer Stein, publisher of Destination I Do Magazine where Carolyn serves as Senior Editor, to push the concept further. The magazine celebrates the road less traveled, and Anti-Bride celebrates tying the knot outside of the box: a marriage forged in innovation. Carolyn and Jennifer took Operation Aisle Style to New Orleans in 2008 and then to Carolyn's home in San Francisco in Spring 2009. An over-capacity crowd proved once and for all that Operation Aisle Style is ready to go wide.



BLOG POST

Ground Zero: 6 pm, March 12, 2009 • W Hotel SF

Antibride.com, Destination I Do Magazine, W Hotel SF

Skout.com and Blurb.com make Fashion History

The wine flowed, the martinis shaken, and amidst the flash of cameras, a see-and-be-seen crowd descended on the W Hotel SF lobby with a line down the stairs and out the door. Anyone think SF isn't a fashion town? Think again. Operation Aisle Style gave a swift kick in the tulle-covered derriere of the Wedding Industrial Complex once and for all. White weddings will never be the same.

The student competition and Anti-Bride themed fashion show had a range of genres covering: Rockabilly, Gothic Chic, Futuristic, Same Sex, Retro Glam, 60's Mod, Rocker and Punk, the only rule of the road being is that white was verboten.

Following was Project Runway alum and Kenneth Pool lead designer Austin Scarlett's collection, channeling his trademark look: old school Hollywood glamour.

San Francisco, known for its lo-fi luxe vibe, turned on the sparkle: sharp suits, sparkly cocktail sheathes, updo's, pearls the size of jawbreakers and shoulder duster chandeliers were everywhere. In a town where fleece hoodies, sensible shoes (those hills!) and a frigid fog that rolls into town every evening, (putting the brakes on more abbreviated girly get ups), this crowd wasn't so much sensible

as sensational. No one was shy about donning a feather boa and mugging for the camera at the Blurb.com photo booth and published in this book.

The winner of the student challenge was AIC-SF student, Chaz Schaad, future rising star who's voluminous black silk couture gown was a little bit Vivienne Westwood, Viktor and Rolf, and a little mod and Goth all at once. Chaz also dressed Keith and Ronan Mulligan of The Hooks in mod pinstripes, trousers and tails ready for prime time: an outdoor stage at SXSW. They looked as sharp as they played in a blistering set of Irish punk rock anthems, proving once and for all that the definition of a wedding band is any band you love.

Media partners Skout.com created a mobile community at the event with their Demo God Best of Show Skout-Out screens. Blurb.com created a hip and happening photo booth where scensters of all stripes 'vogued' for the camera. Britex Fabrics unfurled countless bolts of gleaming silk to help the students of the AIC to realize what an Anti-Bride might look like on the runway.

Operation AISLE STYLE

W Hotel San Francisco

Grand Ballroom

March 12, 2009, 6 pm-10 pm

Operation Aisle Style Rocks the Runway at W Hotel SF

We heard it from everyone:

From Students: *This is the best night of my life...*

From Guests: *This is one of the most original events I've ever been to...*

From CEOs: *This is off the hook...*

From Silicon Valley VCs: *You're on to something here...*

From Press: *When can we interview your team? Are you going to do this again?*

From Music Industry: *I've been to a lot of high end parties, but this is really creative, original and fun...*

From Entertainment Executives: *This should be a show...*

From EVERYONE: *When are you guys going to do it again? And...*

The Hooks Rock!







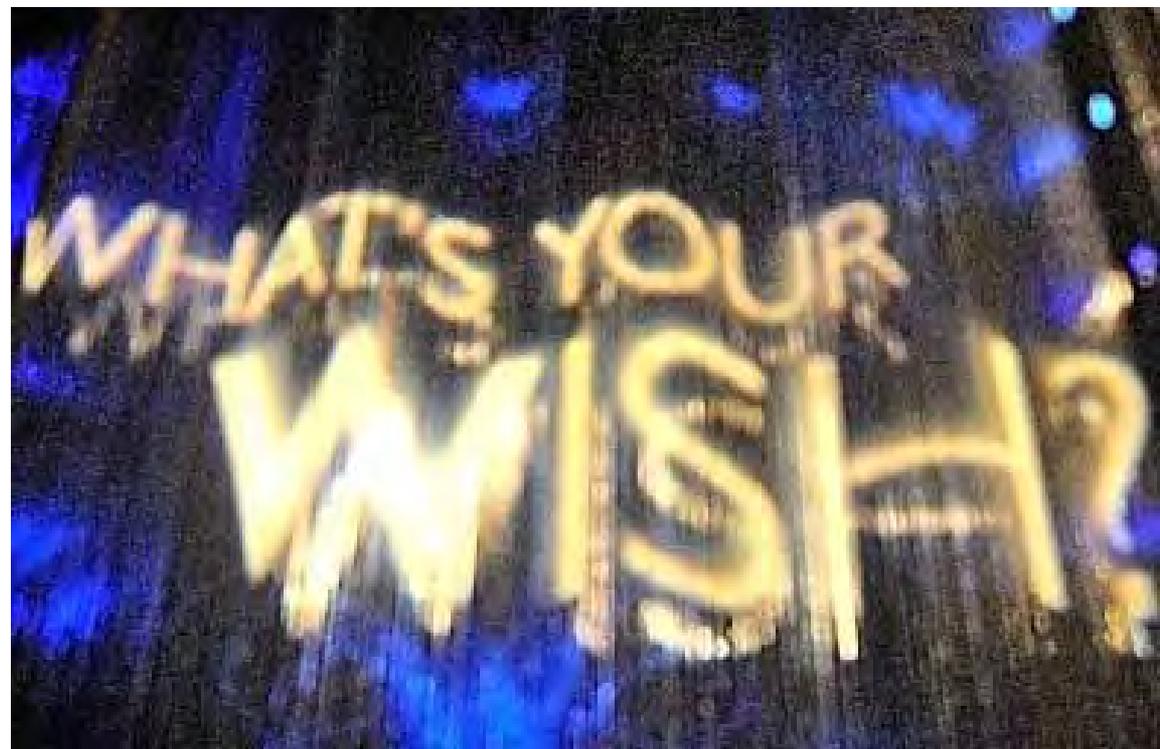






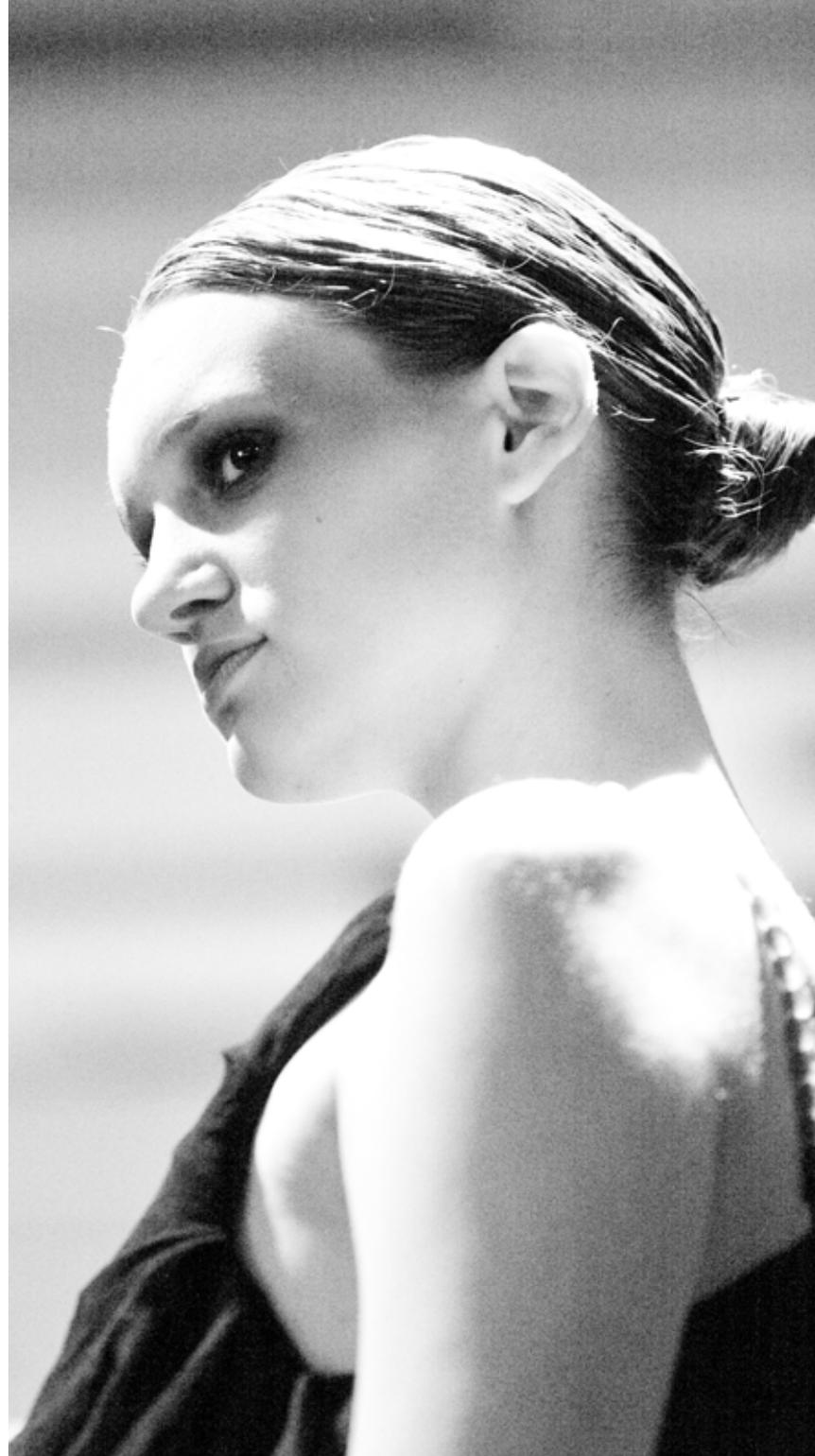




















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DOING GOOD/LOOKING BETTER

Design students are not always as fortunate as the ones you see on TV – in luxe NYC apartment houses and spacious studios. The grueling path to greatness can be a tough hoe to row – and expensive. Operation Aisle Style gave the students of the AIC-SF the opportunity to compete with their peers for the ultimate challenge: to design an

alterna-wedding dress for the Anti-Bride of their imagination, win prizes, cash, exposure to local, national, fashion and online media, gain resources, and foster professional confidence. In this economy, that's a beautiful thing.

ROCK STARS WHO MADE A DIFFERENCE

Clarissa Nicosia: AIC-SF
Bo Breda: AIC-SF
Angella Hoffman: AIC-SF
Jennifer Tomaro: AIC-SF
Rena Ramirez: Wagstaff Worldwide
Mike Nettles: W Hotel
The Hooks

STUDENT STAND OUTS

Mikalah Burton
Jaime Taylor

STUDENT COMPETITORS

Coral Castillo
Andrew Landrith
Dora Un
Justyna Fiuk
Kim Pinto
Lisa Seraphin
Danielle Tilford
Leanna Liu
Tameron Stuber
Erin Rice
Candice Hurth
Inez Johnson
Chaz Shaad
Stephanie Stayer
Apeksha Ambaram

AICA-SF FASHION SHOW STUDENT TEAM

Nell Longmore:	Fashion Director
Nikkole Rodgers:	Designer Liaison/Tech Director
Brittany Anders:	Designer Liaison/Tech Director
Sascha Jones:	Model Lead/PR/Marketing
Mikalah Burton:	Model Lead/PR/Marketing/Sponsorships
Priyanka Jan:	Hair and Makeup Director
Maria Gonzalez:	Music/Video Lead
Jamie Taylor:	Finance Director/Front House Lead
Sarah Hill:	Volunteer/Backstage Lead

AICA-SF FACULTY TEAM

Clarissa Nicosia:	Fashion Show Producer/Instructor
Bo Breda:	Director of Fashion Design
Angella Hoffman:	Director of Fashion Marketing

PUBLIC RELATIONS

Wagstaff Worldwide: Brigid Finley, Rena Ramirez
Jennifer Tomaro, AIC-SF

TECHNOLOGY PARTNERS

Blurb.com
Skout.com

PHOTOGRAPHERS

Gene Kosoy: 5 left, 13, 14, 15,18 bottom left,
19 top, 20, 27, 28, 37
Henry Sun: 5 right
Josh High: 7, 9, 31, 44
Thomas Hawk: 9, 16, 17, 18, 21, 22, 23, 24, 26, 29, 33



EVENT SPONSORS

W San Francisco
Anti-Bride Productions Inc. (antibride.com)
Destination I Do Magazine (destinationidomag.com)
The San Francisco Institute of Esthetics and Cosmetology
Austin Scarlett for Kenneth Pool
The Art Institute of California
The Hooks (thehooksmusic.com)
The Lodge Kura Hulanda and Beach Club in Curacao
Skout.com
Blurb.com
Britex Fabrics
Bad Habit Wine
Priest Ranch Wine
High Flyer Wine
Kai Vodka
Trumer Pilsner
Clarisonic
Neat Receipts
Craft magazine
Make magazine
Chronicle Books
Shannon Clark, Nearness Function
Paul Robertson Floral Design
Rubener Bautista Fine Jewelry
Bristol Farms
Hair Play





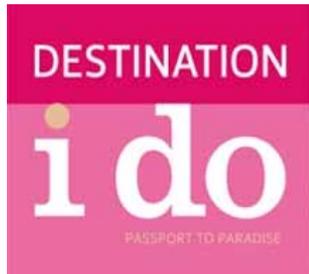


Anti-Bride Productions

Antibride.com is a consummate lifestyle branding, social network/community platform replete with events, merch, media (mobisode, webisode, entertainment, applications, music) that defines, unifies, colonizes, leverages, and aggregates the alterna-bridal pop cultural space.

Antibride.com is the first voice in the alterna-bridal pop cultural space, and born of the revolutionary, bestselling 3-book series that started the conversation. The Anti-Bride philosophy begins with tying the knot outside of the box, and in doing so, opens the door to fresh ideas in weddings as they pertain to subculture, diversity, same sex, new customs and traditions, travel, music, food, fashion, ambiance, design, and lifestyle trend focused on the art of celebrating your union on your terms.

Anti-Bride frees thinking brides and grooms from the predictable wedding day offerings proffered by the Wedding Industrial Complex. The Goal: To enlighten, entertain, and celebrate the road less traveled, and in doing so, create, support, and uphold a powerful community of pure creativity, innovation, pleasure, and possibilities.



Destination I Do Magazine

THE ALTERNATIVE IN EXCHANGING VOWS

If you are in the wedding industry, it comes as no surprise that weddings are big business. During the next 15 years the wedding industry is expected to grow by more than 20%. Approximately 2.4 million weddings are performed and an average of \$120 billion is spent annually in the United States. At least 18% of these couples plan destination weddings and that trend continues to grow every year. In fact, based on the June 2008 article in SmartMoney Magazine, the destination wedding industry has grown by 400% since 1998.

EDITORIAL MISSION

Destination I Do Magazine fills a need for this growing niche by providing essential information for couples considering a wedding away from home. To expand the options the couple might consider, each issue highlights a variety of potential destination wedding locations including: the continental US, Hawaii, international locations, cruise lines, theme parks and the Caribbean. Couples who dream of a romantic wedding on a tropical island beach, quaint Italian villa or pristine mountaintop need expert assistance to see their dreams become reality. We provide the trustworthy, and comprehensive information about the wedding resources necessary to plan the most important day of their lives.

Destination I Do is distinguished by its simple and clean design that appeals to a sophisticated audience. We cut through the clutter and deliver helpful and cutting edge editorial rarely seen in this market. Whether they are planning a small elopement or large wedding surrounded by family and friends, Destination I Do assists its reader by providing information unique to destination weddings. Our commitment is never to exceed an advertising to editorial ratio of 50% thus creating a more informative and helpful resource not usually seen in wedding magazines.



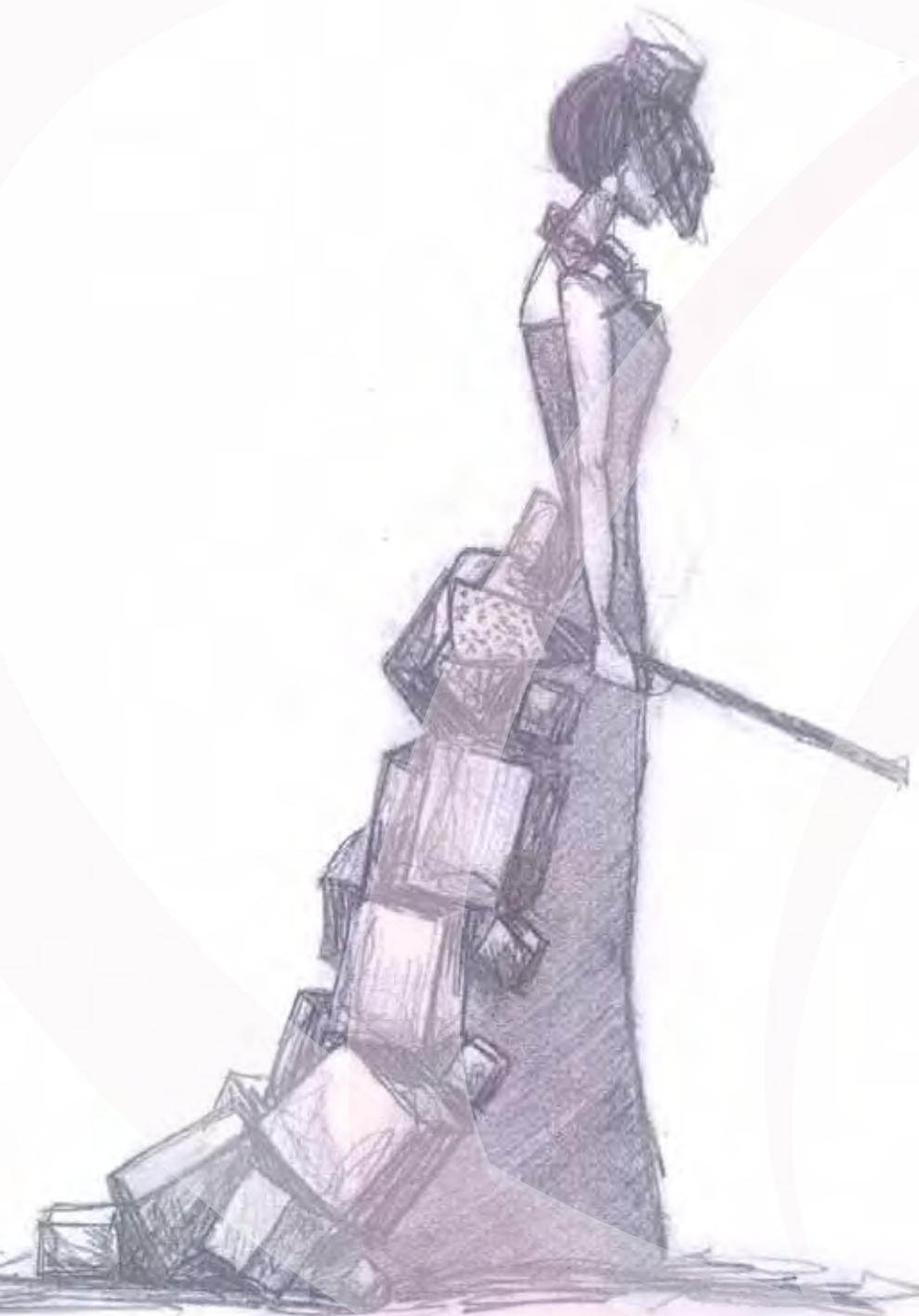
Book Design and Production

ART DIRECTION: Carolyn Gerin, Anti-Bride Productions Inc.

BOOK DESIGN: Carolyn Gerin, Anti-Bride Productions Inc.
Kate Goudy, Anti-Bride Productions Inc.

AUTHOR: Carolyn Gerin, Anti-Bride Productions Inc.





W HOTEL SF BUZZ OPERATION Aisle Style

JANUARY 29, 2009

SF Bay Style

March 02, 2009

The Anti-Bride

Fashion students at The Art Institute of California are designing outside the traditional bridal box and creating alternative gowns for Operation Aisle Style, the upcoming Anti-Bride fashion show, co-sponsored by Carolyn Gerin author of the Anti-Bride guides.

Students have been asked to choose a theme, such as Same Gender Wedding or 1960s Bond and design a wearable gown that shatters the white wedding mold. Kicking off the evening will be a fashion show featuring Project Runway contestant Austin Scarlett.



Win Tickets to the EXCLUSIVE Anti-Bride Runway Show at the W Hotel

MARCH 09, 2009

Just because you're saying, "I do," doesn't mean you have to flounce down the aisle in tiers of tulle or waves of white satin (not that there's anything wrong with that). That's the idea behind this Thursday's Operation Aisle Style, an invite-only alternative bridal fashion event taking place at the W Hotel (keep reading for your chance to score tickets). Inspired by local author Carolyn Gerin's Anti-Bride series from Chronicle Books, the multimedia shindig features two runway shows. In one, "Project Runway" contestant and Kenneth Pool lead designer Austin Scarlett sends his latest designs down the catwalk. The second puts original looks created especially for the event by Art Institute of California-San Francisco fashion design students to the test before a panel of judges. A performance by The Hooks caps off the evening. During an event preview we attended at the Art Institute last week, students were busily putting the finishing touches on pieces ranging from a Mad Men-themed frock to a politically-charged ensemble highlighting the practice of marrying child brides in other cultures. A recycling-themed gown surprised us with a neckline of shampoo bottle caps, while others stepped outside the bounds of traditional wedding attire. We can't wait to see the final looks later this week. In the meantime, we're giving away five pairs of tickets to the event, which takes place March 12 from 6 p.m. to 11 p.m.



Win Tickets to OPERATION AISLE STYLE

MARCH 9, 2009

Want to watch the latest looks from Project Runway alum and Kenneth Pool lead designer Austin Scarlett hit the runway alongside alterna-bride gowns and wedding attire created by fashion design students from the Art Institute of California, all while sipping cocktails and taking in a performance by The Hooks at downtown's W Hotel? We thought so. We're oh-so-happy to be able to give away a pair of tickets to this Thursday's invite-only Operation Aisle Style event, which features two runway shows and an afterparty at the XYZ bar. The event is a collaborative effort from W San

Francisco, Destination I Do magazine, Skout.com and Anti-Bride Productions — whose Anti-Bride Chronicle Books series by local author Carolyn Gerin has given many a tradition-bucking bride hope. Operation Aisle Style takes place on March 12 from 6 p.m. to 11 p.m. To win a pair of tickets to the event, be the first to comment on this post below. Let us know your dream honeymoon destination - or where you went on your real honeymoon. Be sure to include an email address so we can get you your tickets - and please, only respond if you can actually attend the event.

DAILY CANDY



SAN FRANCISCO | March 12, 2009

The Weekend Guide

What to Do This Weekend

Poetry in motion.

WIN

Operation Aisle Style

WHAT: Score entry to the private, wedding-themed soiree where you'll learn out-of-the-box tips and catch a fashion show with designs by Project Runway diva Austin Scarlett.

WHY: The first five DailyCandy subscribers who e-mail rsvp@wagstaffworldwide.com by noon win two tickets each.

WHY: Thurs., 6-11 p.m.

WHERE: W San Francisco, 181 3rd St., at Howard St. (415-777-5300).

THE INNOVATIVE FASHION COUNCIL BLOG

The New Anti-Bride

MARCH 26, 2009

Whoever said there's a standard wedding dress was wrong!...At least that's what Anti-Bride.com, Destination I Do Magazine, W Hotel, Skout.com, and Blurb.com believe. And they proved it on March 19th 2009 in a groundbreaking fashion show where the styles of young edgy graduate design students, a Project Runway alum, and a multitude of wedding gowns went beyond your imagination. Code-named "Operation Aisle Style", the W Hotel San Francisco event not only showcased the brazen ideas of these up-and-coming designers, but also the innovative styling's of Kenneth Pool designer, Austin Scarlett. Welcome to the Anti-Bride Show: your atypical fashion show. Whether gazing at the crowd or the models on the runway, every walk of life was present: Goth, Hippie, Modern/Classic, Rockabilly, 60's Mod, Punk Rock, Retro, Futuristic, even Voodoo! Graduating students of The Art Institute in San Francisco were challenged to design the alterna-wedding gown for

their fantasy bride. Each student's gown was judged upon style, prowess, creativity, and innovation. The contestants dresses and gowns included capes with embroidered flowers, tiger print trains, leather skirts with matching bodice and hat, tons of lace, and a bone headdress. Although all were cutting edge, there can only be one winner: Chaz Schaad won with this Galliano type black silk gown, worn by a Stella McCartney model look-a-like. To sum it up: Goth-couture reincarnated with a modern twist.

Later, Kenneth Pool's latest collection by designer Austin Scarlett graced the runway. Gorgeous silk gowns, classic ruffles, and sparkling crystal-embroidered trains were amongst a few of these elegant masterpieces. Maintaining the designs of a classic wedding gown, Scarlett proved that his style would never be outdated. It's no wonder Scarlett is in high design demand by celebrities and socialites around the world!



Rise of the Alternative Wedding Dress Operation Aisle Style's Winning Dress

MARCH 17, 2009

In the fall of 2005, I had the pleasure of providing day-of wedding coordination for a bride who looked absolutely stunning in a red wedding dress. Yes, I said 'red' and yes, I said 'stunning'. The dress was a deep crimson color and the juxtaposition of that bold hue against her pale pink skin had everyone at the wedding transfixed. It's been four years since then and while a few things have evolved in terms of wedding attire, 99% of brides still wear white (or ivory) dresses. In fact, since my 'red dress' wedding, I hadn't seen any alternatively-colored wedding dresses, in an up close and personal manner, until last Thursday night's Operation Aisle Style fashion show at the W San Francisco.

One of the great things about living in a city with a world-class fashion design school, such as The Art Institute of California, is that we have a wealth of student designers who are not afraid to take chances and turn traditional fashion paradigms on their heads. Operation Aisle Style, hosted by the W Hote partnership with Antibride.com and Destination I do Magazine, showcased alternative

wedding attire from up-and-coming, local designers and provided the audience with 'fashion' for thought.

The show featured several very talented students who were more than happy to debut their 'alterna-wedding dresses' before an audience of 400 and a panel of celebrity judges. The designers were Apeksha Ambaram, Coral Castillo, Justyna Fiuk, Candice Hurth, Inez Johnson, Andrew Landrith, Leanna Liu, Kim Pinto, Lisa Seraphin, Chaz Shaad, Tameron Stuber, Stephanie Stayer, Erin Rice, Danielle Tilford and Dora Un. And, while all of the designers were deserving of kudos, the judges chose Chaz Shaad's black sleeveless full-length dress as the winner (see photo).

For years to come, most brides will undoubtedly opt to don a more traditional gown on their wedding day. Hopefully, however, members of the fashion-forward crowd, will consider some of the alternative wedding styles and colors available from an ever-growing crop of local talent.

Brides.com

Courtesy of Operation Aisle Style

A beautiful wedding dress doesn't have to be white, a fact that was proven on March 12th, when Anti-Bride teamed up with the W Hotel, San Francisco to host Operation Aisle Style, an "alterna-bridal" fashion event.

The event featured two runway shows, the first showcasing more traditional wedding gowns by former Project Runway contestant, and current head designer of Kenneth Pool, Austin Scarlett. (Though, even Scarlett has been venturing out of the all-white framework by designing gowns in shades of gray.) The second show was a competition highlighting the work of The Art Institute of California's fashion design students. The students were given the challenge of designing an "alterna-wedding dress" (translation: no white allowed). The students' gowns featured a range of inspirations including Rockabilly, Hippie Chic, '40s Pin-Up, and Punk Rock. The winner of the student challenge was Chaz Schaad who designed a futuristic-looking, voluminous black silk gown—certainly not a look for every bride, but perhaps a few fashion-forward ones (hey, Sarah Jessica Parker wore black to her wedding). You can see photos of both runway shows (and perhaps find some inspiration) on photographer Thomas Hawk's flickr site.

—Lauren Matthews, Editor, *Brides Northern California*





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