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Oasis Offers New Downtown Fashion Venue

December 07, 2007

WHO:

Oasis Locations and Barcelona Event Management

WHAT:

Benefit art show, silent auction and fashion show featuring Rochelle Rodriguez clothing

WHERE:

Oasis Locations, Los Angeles

WHEN:

November 29

For one night, the entrance of Oasis Locations, a former fabric warehouse building in downtown Los Angeles, was turned into a swank outdoor patio filled with modern white leather couches and a posh bar. Barcelona Event Management hosted the event at the new fashion events venue to benefit the families who lost homes in the recent surge of wildfires throughout Southern California. All proceeds from the silent auction were donated to the **McCormick Tribune Foundation**. Nearly 400 guests, including downtown fashion-industry insiders, browsed a grab bag of auction items, including gift baskets of **Paul Mitchell** hair products, handmade Persian rugs and fine jewelry from retail shop **Saatchi** in Irvine, Calif.

The main attraction of the evening was a fashion show featuring Rochelle Rodriguez's Spring 2008 designs. Rodriguez emphasizes that her designs are cut to accommodate a range of body types, as inspired by the diverse sizes of all her friends. Tube dresses and low V-neck dresses in shiny stretch-silk jersey and printed silk charmeuse drew attention to the décolletage while camouflaging the midsection. Rodriguez's "feminine and flirty" style was seen in her affinity for bright orange and neon pink as well as 1960s scarf prints. Rochelle Rodriguez clothing has been sold to Los Angeles retailers, including **Kitson**, **Intuition** and **Krisol**. *—Rhea Cortado*

