

## Imagine Salon - Official Salon of Fashion Week

PRESS RELEASE - For Immediate Release

June 10, 2009

### Imagine Salon and Spa Announces their Participation in Fashion Week Cleveland 2010

Cleveland, Ohio. Imagine Salon and Spa announces their participation in Fashion Week Cleveland 2010. This is the second year in a row in which they have been selected to manage the style team for Fashion Week Cleveland. Andrew Dingeldein will be the Style Team Director.

Imagine Salon and Spa is an eclectically modern salon and spa whose mission is to welcome the public into an atmosphere in which they thoroughly enjoy their salon and spa experience and to create a place where team members have the opportunity to pursue their passions and grow successfully. Imagine Salon & Spa is located on Euclid Avenue in Historical Downtown Willoughby. Our two-story, 8,000 square foot structure is a beautiful brick building with windows from the floor to the ceiling. We are proudly an Aveda concept salon, helping to give back with their all natural products.

Imagine Salon and Spa opened in February of 2001. Owners, Jennifer Siskind-Dingeldein and Andy Dingeldein began with a unique vision. With the help of Managers, Angela Olivo and Julia Bruening, they began with only 10 team members and have grown to well over 30 team members without looking back. "Our team will apply our skills and creativity to the week's events. It is our job to create looks that showcase the designers' collections and we look forward to this challenge", says Style Team Director Andrew Dingeldein.

Shalira Taylor of Seven Cosmetics will be returning again this year. Her makeup artistry was a great addition to last year's fashion week style team.

Jason Kelly returns as well joining Fashion Week Cleveland for yet another year. Mr. Kelly is the makeup artist for CBS affiliate WOIO-19's "On the Spot Makeover" show and the Cleveland Cavalier (NBA) Dance Team. He has numerous film, photographic, and television credits to his name.

Fashion Week Cleveland (FWC) is an annual convention that informs consumers about the cultural importance and economic contributions of the fashion industry, and serves as a positive catalyst for achievement in fashion design, manufacture, education, and retail growth. Fashion Week Cleveland is known as "the educational fashion week" and has become the most significant industry event between New York and Los Angeles. In addition to traditional runway shows, the event incorporates films, lectures, and exhibits at cultural institutions, museums, galleries, and universities throughout Northeast Ohio. The Cleveland Fashion Show, central to fashion week in Cleveland, is recognized as the showcase for emerging American fashion designers. Fashion Week Cleveland is held the first week of May in Cleveland, Ohio. [www.fashionweekcleveland.com](http://www.fashionweekcleveland.com)

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Jason Kelly, FWC Makeup Director

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