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1-DAY EVENT TO FEATURE ARRAY OF BEAUTIFUL AND ELECTRIFYING SWIMWEAR

Brooklyn, NY, **Sunday, July 10, 2011 – JRG Entertainment and Co-Sponsor Brooklyn Bridge Marriott** Presents Summer 2011 Fashion Event. 9 hot and innovative designers take center stage to showcase their latest swimwear at the Brooklyn at the Brooklyn Bridge Marriott (333 Adams Street). **8pm show.**

Brooklyn - "**Bikini Under the Bridge**" is my version of 7th on Sixth, but for new and emerging designers. For 60% of the featured designers, this will be their first runway show.

This is a chance for them to present their swimwear lines to retailers, the media and the public, giving them exposure that they may not receive otherwise," says JR Giddings, Creative Director and Founder of "Bikini Under The Bridge", who is also the person responsible for producing this event.

From Guyana to Florida, from Europe to New York City, these renowned and up-and-coming designers - **Derek Moore, Crown Soul creations, Yamon Wear, Yardrock, Deemai, Original Stush, TBA, Moorscode, Elusive and S.O.S Swimwear** will present an eclectic array of swimwear with their own signature flair.

Like unto the concept of the renown "Seventh on Six Fashion Show" held in Lincoln Center, "**Bikini Under The Bridge**" held at the Prestigious Brooklyn Bridge Marriott. This allows the designers to have their own spotlight apart from the Lincoln Center spectacle in February, which might overshadow the deserving newcomers.

Performance by recording artist Ceresia.

An after party with the models, designers and celebrity guests will follow after the show.

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