



## FOR IMMEDIATE RELEASE

Media Contact: Lisa Liotta, Deputy Director  
City of Hollywood Community Redevelopment Agency-Downtown District  
Office: (954) 921-3016  
lliotta@hollywoodfl.org

### **Downtown Hollywood Welcomes Award-Winning Fashion Designer**

*Kayce Armstrong creates groundbreaking recycled fashions at The Shade Post*

HOLLYWOOD, FL – March 13, 2009 – Historic Downtown Hollywood is adding an exciting new element to its eclectic array of unique boutiques, specialty shops, art galleries and performing arts facilities with the Saturday, March 21st opening of The Shade Post, a fashion design studio and retail shop specializing in one-of-a-kind garments created from recycled clothing and other materials.

The Shade Post, at 2028 Harrison Street, is a showcase for the Art of Shade “recycle/redesign” line by award-winning designer Kayce Armstrong, who fashions wearable works of art from any useable material that might include chair covers or a vintage shower curtain.

Armstrong, the 2008 winner of Miami Style Battle, an instant-design competition, moved a few years ago from Miami’s South Beach to Hollywood with the intention of eventually opening a business there.

“I always thought that there was great potential here,” said Charlotte Barron, Armstrong’s manager and business partner. “I always liked Harrison Street. I just think it’s a good area, and I think we can bring a good element to the street.”

Barron said the opening of The Shade Post further strengthens Downtown Hollywood’s reputation as an artist community of galleries, studios and performing arts facilities. She and Armstrong are hoping to attract other fashion-related businesses to “bring Harrison Street to the next level.”

The Shade Post’s March 21st opening will coincide with Downtown Hollywood’s monthly ArtWalk held from 7 to 10 p.m. The Shade Post also will participate in the first-ever Big Bang Quick Draw on Harrison Street, an outdoor timed art challenge from 2 to 5 p.m. followed by an 8 p.m. art auction at the neighboring Comfort Zone Studio & Spa.

The Shade Post will be open from 4 to 10 p.m. Tuesday through Saturday, with other times by appointment, at 2028 Harrison Street, #102. For more information, call 786-709-3125 or visit [www.artofshade.com](http://www.artofshade.com).

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida’s Community Redevelopment Act of 1969. The CRA’s mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood’s central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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