

# ChiTown Fashionista

InspireDesign presented by Mario Tricoci and vitaminwater®

by Gabriel Charles Tyler



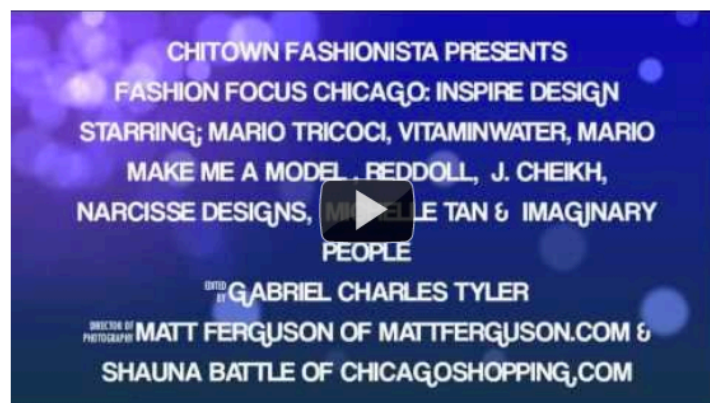
*Photo by Shauna Battle*

On Wednesday, October 19th, InspireDesign presented by Mario Tricoci Hair Salons & Day Spas and vitaminwater® occurred as a segment of Fashion Focus Chicago. The event was also sponsored by *Michigan Avenue* magazine and Wella Professionals, and included a special opening performance by Brandon and Lucas Marx, the two sons of the legendary Chicago native and singer-songwriter Richard Marx, who rose to fame in the 80s. Although Rock may not be my genre of choice, the new generation of Marx blew their performance out the water and added an edgy element to the festivity.

The runway show featured collections of some of Chicago's most inspiring designers, including J. Cheikh, Narcisse Design, Imaginary People by Olivia Shanks, Michelle Tan and Reddoll by Tatyana Merenyuk.

The show's conclusion served as the grand finale of Mario, Make Me a Model. The competition provides five aspiring models with the platform they need to make their modeling mark. The process included a two-moth-long transformation. In past seasons, only one finalist has been named the winner. Well, it wouldn't be a fashion show without a twist. Mario decided to change the rules and choose two winners this season, Juni Park and Mercedes Johnson. And those two young women certainly deserved it!

View a recap of the entire night below:



For more information on Mario Tricoci and his hair salons & day spas, visit [www.tricoci.com](http://www.tricoci.com).

*Thanks for the media swag bags, Mario!*

- Gabriel Charles Tyler