



"Through Pure Fashion I have made friends with girls who share the same values as me. And I've gained confidence to help change immoral societal expectations."
- Morgan Stockard



"Pure Fashion has helped me realize that a modest image projected on the outside is a reflection of the true beauty on the inside."
- Michelle Dakota Kuntz



"Pure Fashion presents a great message to young girls everywhere, it teaches that inner beauty is most important and that we can still be cute while dressing modestly."
- Brianna Bailey



As the founding National Director of Pure Fashion, Brenda Sharman brings over 22 years of experience in the modeling, fashion, beauty and commercial acting industries. From working with retailers to coordinating fashion shows, personally instructing the models and speaking in the National media, Brenda is at the forefront of this ground-swell movement to help re-design current fashion trends to encourage a respect for modesty and the dignity of the human person.

"Through the training program of Pure Fashion, we help young ladies to feel confident about who they, and how they present themselves, always remembering their dignity as Children of God," said Brenda. "With so many harmful societal pressures and the media often making girls who are promiscuous look glamorous, we want to encourage young ladies to choose virtue over vice, and live in a way that protects their innocence and purity of heart. This awareness and positive change in a young woman affects not only her, but also the young men she encounters. Pure Fashion does believe that we can change our culture...One Outfit at a Time."



If you are interested in becoming a Pure Fashion model, would like to volunteer with an existing program or would like to sponsor the Pure Fashion program, please contact your local representative via our website listed below.

www.purefashion.com

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Beauty



Virtue



Dignity



Purity



Modesty

Where values and virtues are always in vogue!

RECOGNIZING TRUE BEAUTY

We are all made in the image and likeness of God and are created to glorify God in all things, even the way we dress. The Pure Fashion program encourages teen girls to live, behave and dress in accordance with their dignity as children of God, instead of falling prey to unhealthy societal "norms." This is what it means to recognize true beauty.



PRETTY not provocative



The idea of Pure Fashion began in church basements in Chicago, Seattle, and Atlanta in 1999, when frustrated mothers and daughters staged fashion shows featuring modest, but stylish clothing. The modesty bud blossomed in 2004, when an 11-year old girl from Seattle notified Nordstrom's department store that there were no jeans available to fit her properly. The nation took notice, as little Ella Gunderson appeared on NBC and CNN echoing the unvoiced concern of teenagers across the country – "we want to be pretty, not provocative." Nordstrom promptly responded with a new web page for juniors called Modern and Modest. With the flurry of media attention, organizers of Pure Fashion seized the opportunity to take fashion forward, staging elaborate, professional, well-attended events nationwide.

CORE PRINCIPLES

Purity: More than just modesty

Authenticity: Real models are role models

Generosity: In mind & heart with time & talent

Confidence: Standing on solid ground

Style: Fun, fresh, & fashionable

Grace: The finishing touch!



PURE FASHION shows attract thousands of attendees!

A FAITH BASED program

Today, Pure Fashion has evolved into a faith-based program guiding young women ages 14-18 to become confident, competent leaders who live the virtues of modesty and purity in their schools and communities. The model training program, which spans the course of several months, includes an outreach project, classes on public speaking skills, manners and social graces, hair and makeup artistry, personal presentation and much more. Pure Fashion helps teens develop a desire to love and serve others that combats society's "all about me" mentality. The Pure Fashion Model Training Program culminates in a city-wide



Modesty is decency. It inspires one's choice of clothing. It keeps silence or reserve where there is evident risk of unhealthy curiosity. It is discreet.

COG 2522



fashion show featuring clothing that is trendy but still tasteful, pretty but not provocative.

real MODELS role MODELS are

By learning the importance of living a life in accordance with God's will and fostering a life of grace through purity of mind, heart and body, Pure Fashion models become trendsetters - real models who are role models. They are confident in letting their inner beauty show, without "showing it all." They know who they are, and know that they can change the culture - one outfit at a time!



POSITIVE ROLE MODELS!

As Pure Fashion models, We believe:

1. That our private parts should remain private.
2. That undergarments should not become outer-garments.
3. That our bodies are holy and sacred and our clothing should not reveal what should be concealed.
4. That virtue is the most important must have for every season.
5. That being healthy, physically fit, clean and well groomed is always in style.
6. That we should support retailers, designers and magazines who support virtuous behavior.
7. That we can be pretty without being provocative.
8. A real model is a "role model".
9. That our clothing sends a message to those around us and it should reflect our dignity as children of God.
10. That we can begin to change the world by changing our hearts, our minds and our clothes.