



A New Teenage Fashion Trend - Modesty

by Jason Chatraw

At a time when exposed midriffs, pierced navels and tattooed backsides are all the rage, the pressure is on for young girls to grin and “bare” it. But instead of featuring scantily clad models, Pure Fashion reveals the fact that fashion and modesty can co-exist.

The Georgia World Congress Center will host the runways for the Pure Fashion Show on April 30th, giving Pure Fashion families a chance to show off the latest trends in a modest way that honors God.

A handful of companies in Atlanta, led by The Forum on Peachtree Parkway and Thomas Enterprises, Inc., are sponsoring the Pure Fashion Show. “Pure Fashion impresses upon teenagers the importance of considering the way they present themselves to others,” says Ashley Roberts, Director of Marketing at Thomas Enterprises. “We are a walking advertisement,” Ashley

continues, “and the type of clothing we wear will either advertise our bodies or our personal values and beliefs. We have an opportunity to help teenage girls stand up against today’s society by empowering them to be stronger leaders and by helping them understand who they are in Christ.”

Setting the Standard

“Our sponsorship goes well beyond a financial contribution,” says Thomas Tropea, Vice President of Asset and Property Management for Thomas Enterprises. “From our vantage point, we see this show as a ministry, and

involvement can positively affect our communities. From the economic standpoint, most retailers make available what the public wants. So, if a community begins demanding more of a traditional and dignified dress, that’s what the retailer is going to carry.”

“This program is about learning how girls can dress modestly and protect their purity, but still be fashionable,” says Pure Fashion Show National Director, Brenda Sharman. “In today’s world of media messages, girls are bombarded through music, magazines, television and movies with the idea that they don’t have to have dignity

that they can be pretty without being provocative.”

A Great Influence

With 30 different cities across North America participating in this faith-based program for girls in grades 8-12, this is no small-time organization. And in Atlanta, the fashion show is anything but a mom-and-pop production.

Executive Visions (EVI), a full-service Emmy award-winning production company that works with more than 70 Fortune 200 companies, produces the show, giving teens an experience that rivals fashion shows in New York and Paris.

“We saw an opportunity to use our talents and skills as a company to help Pure Fashion and hopefully contribute to steering girls in the right direction,” said Michael Marto, President and CEO, EVI.

Becoming a Pure Fashion model is no easy task. The 75 teenage girls from the metro Atlanta area are getting more than just a stroll down the long runway. Upon signing up to participate, girls enter a seven-month model training program in which they learn manners, social etiquette and public speaking skills, in addition to the spiritual enrichment portion of the program. They learn what it means to be a virtuous woman in the midst of a world of moral decay.

“When I was in high school, if a girl had her bra strap showing, a friend would come up and tell her that her bra strap was showing,” says Sharman, a model herself and a former Miss Georgia USA. “Girls should understand that our undergarments shouldn’t become outer garments. It’s a different era these girls are being raised in. When they walk into a clothing store, they are no longer shocked by the pictures of half-dressed models hanging on the wall. But we want to remind them and encourage them in a very positive way to preserve their personal dignity. We want the girls to take this idea back to their schools and reset the trends in fashion.”



because we’re in the retail world, we see how our

in the way they dress. However, as children of God, we do have dignity, and we can dress in a way that reflects that. We want teenagers to understand

For contact information and to order tickets for the April 30th Pure Fashion Show, visit the show’s web site at www.purefashionshow.org.