

Top Designers for FashionShowcase by the Shore
Charity event to benefit The American Friends of Jamaica & OCEAN Style Scholarship
In Association with Grey Goose and support from Golden Krust

(New York – July 21, 2011) OCEAN Style and The American Friends of Jamaica (AFJ) today announce 12 top designers confirmed for their FashionShowcase by the Shore and Charity Auction on July 30, 2011. Adding their beautiful pieces to the fashion lineup are: Calvin Klein, Emilio Pucci, Reem Acra, Donna Karan, Alberta Ferretti, Moschino, Catherine Malandrino, Naeem Khan, Angel Sanchez, Kaufman Franco, Rafael Cennamo and Douglas Hannant. Also participating is Jamaican boutique Déjà vu.

Kindly donating his time and energy to FashionShowcase by the Shore is fashion expert and stylist Freddie Leiba, ensuring it will be one to remember.

OCEAN Style Editor, Douglas Gordon, is elated to be working with Leiba, and said “It’s an absolute joy to be working with Freddie on this event and I can just imagine the treat in store for our guests. He has an eye for fashion and style that is second to none.”

The exclusive, invitation-only fundraising event is sponsored in part by Grey Goose Vodka and will be hosted at the beautiful estate of James and Manuela Goren in Bellport, New York. All proceeds from the event will benefit the AFJ and fund an OCEAN Style scholarship for a student in the Caribbean to study fashion or the arts in the United States.

ABOUT THE AFJ

The American Friends of Jamaica (AFJ) is a not-for-profit 501(c)(3) organization dedicated to supporting Jamaican charitable organizations and social initiatives targeted at improving the lives of Jamaicans through systemic development in the areas of education, health care and economic development. Founded in 1982 by a handful of Jamaicans and Americans who loved Jamaica and wanted to see it prosper, the organization has created a legacy of philanthropy dedicated to the people of Jamaica, raising over US\$11 million to date on behalf of Jamaica’s non-profit and charitable organizations.

Led by U.S. Ambassador Sue Cobb and its distinguished Board of Directors, The AFJ’s comprehensive fundraising strategy includes gala events in New York and in South Florida along with corporate partnerships with organizations such as the Bacardi, Baptist Hospital, Deutsche Bank, the Jamaica Tourist Board and corporate supporters Grace Kennedy International, Digicel, Royal Caribbean, Iberostar, Couples Resorts, Sandals and Akerman & Senterfitt.

ABOUT OCEAN STYLE:

OCEAN STYLE produces OCEAN STYLE TV and OCEAN Style Magazine with a mission of using television, print and web, to show the world the rich, fabulous, and engaging Caribbean life. OCEAN STYLE TV is a 30-minute show comprised of a worldly mix of travel adventures, runway showcases, event and fine living features. The show is broadcast to 28 islands, three continents and over 85 million households across a number of different markets that include the U.S., Caribbean, Europe and North Africa. OCEAN Style Magazine blends the finest in fashion,

beauty, food, luxury travel and entertainment with engaging features and profiles of designers, artists, tastemakers, and celebrities to showcase **the good life to be had in the Caribbean**. For more please visit: www.oceanstylemagazine.com

Hot Auction Items!!!

Greg Norman - Johnnie Walker Blue

Marc Baptiste Print

Walter Chin Print

4 day / 3 night stay at Sandals Emerald Bay in Great Exuma, Jamaica

Off Broadway Tickets (first play of the Fall season of The New Group)

Autographed photo of the Jackson 5 in the 1970s

Villa at Tryall for 4 days/3 nights

Golf for Four with Anthony Anderson in Jamaica

Designer clothing from Jamaican boutique Deju Vu

VIP Broadway theatre tickets with backstage tour