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**JAMIE PAUL HOLAHAN SELECTED AS MEN'S DESIGNER  
FOR FIFTH ANNUAL FASHION WEEK EL PASEO**

The FIDM alum will rolls out his sexy new line Friday, March 26

PALM DESERT, CALIF — Fashion Week El Paseo announced today that it has selected Jamie Paul Holahan as the men's designer of the week, according to event promoter *Palm Springs Life*.

A graduate of the Fashion Institute of Design and Merchandising, Holahan — “The Guru of Swim — has been designing men's apparel and women's swimwear professionally for more than 15 years. His JP Holahan men's line consists of hand-painted T-shirts, board shorts, and Euro trunks. Holahan has also created collections for Liz Claiborne, Tommy Bahama, Quiksilver's Leilani, Nautica, Target's Xhilaration, Pac Sun, and many other well-known brands. He has been featured on *E! News*, *Hard Copy*, *Fox News*, *The Donny and Marie show*, *Totally Cool*, and NBC.

Men's night at Fashion Week El Paseo is Friday, March 26, in the Big White Tent, and will include a high-energy runway show.

Two years ago, when Holahan met Lucille V. Wagner, they started designing custom men's apparel and high-end bikinis in Laguna Beach. Wagner, like Holahan, grew up on the beach. Their collaboration provided the motivation to create one-of-a-kind bikinis and board shorts. Wagner's favorite red polka dot bikini was the inspiration for this sexy line. Holahan's signature look for the men's line is truly distinctive. His dress shirts are adorned with roses, hibiscus flowers, dragons, and hearts. Each style is embellished with crosses, barbed wire or something out of the norm. Holahan's experience, artistic flare and attention to detail make these exceptional collections stand out from the competition. Holahan and Wagner design and sew their show stopping styles in their home studio.

Their debut 2009 collection was off the charts and has created a cult following with locals in Laguna Beach. They were featured last year in *Riviera* magazine and in several fashion shows at hush lounge in Laguna Beach. Through innovative design, handcrafted materials and distinctive applications, Holahan and Lucille are poised to take the apparel and swimwear industry by storm.

For more information, tickets, or sponsorship opportunities, contact Michael Mathews, Marketing Director, *Palm Springs Life*, at 760-325-2333 or via e-mail at [michaelm@palmspringslife.com](mailto:michaelm@palmspringslife.com). Updates and tickets at [www.fashionweekelpaseo.com](http://www.fashionweekelpaseo.com).