

LINLY HEFLIN MEMBERS PREVIEW MIAMI-INSPIRED DESIGNS AT GUS MAYER TRUNK SHOW

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Birmingham, AL -

Fans of Miami based designer Rene Ruiz were treated to a special preview at Gus Mayer in June by Daniel Simon, a representative of the Cuban-born designer. Rene Ruiz will present his Spring, 2012 Collection at the 53rd Annual Linly Heflin Scholarship Luncheon and Fashion Show at the Sheraton Birmingham Hotel Ballroom on Wednesday, September 28, 2011.

Ruiz earned a degree from the International Fine Arts College in Miami. Soon thereafter, he honed his skills during apprenticeships throughout Europe, where he learned the art of couture first hand. After opening his first atelier in Coral Gables in the 90's, Ruiz quickly became the go-to designer for celebrities and socialites. His eye for high-quality fabrics and personalized attention to the creation and tailoring of each garment has created an international following for his luxurious, original and sophisticated designs. Ruiz's designs fill a void in the luxury market with a collection that reflects not only his talent and standards for quality but also a city and culture that are gaining momentum as the next international fashion capital. In blending his own inspirations with Miami's rich cultural heritage in his artistry, Ruiz is also known for creating his own fabrics to accentuate the meticulous detailing which inspires sensuality for the modern woman.

Linly Heflin members welcomed Sales Manager Daniel Simon on June 7th at the Summit store and thanked him in advance for their contribution to the upcoming Scholarship Luncheon and Fashion Show. The September event which will be held on Wednesday this year instead of Thursday will start at noon. Tickets are \$45.00 and available by calling the Linly Heflin office at 205.871.8171. Fashion Show producer Megan LaRussa is planning a new and exciting show sure to please a full house. Miss Alabama 1994, Amie Beth Shaver will serve as emcee for the event. Rene Ruiz is introduced through well known clothier Gus Mayer, a longtime sponsor and partner of the Linly Heflin Unit.

The long running Scholarship Luncheon and Fashion Show continues to be the primary fundraiser for its scholarship program which benefits women seeking higher education in Alabama. The Linly Heflin Unit's motto, "Educate a woman and you educate a family" is at the core of the service organization founded in 1919. In recent years over three thousand four year scholarships totaling more than two million dollars have been awarded to deserving women attending state colleges and universities. For more information go to the website at www.linlyheflin.org.

The Linly Heflin Unit is a committed group of 125 volunteers headed by President Kathryn Porter. Co-chairmen of the 53rd Annual Scholarship Luncheon and Fashion Show are Patti Badham and Kay Grisham. Other key members involved in the event are listed below:

Susan Alison
Happy Anthony
Jane Arendall
Grace Bentley
Gina Boyd
Margaret Brunstad
Suzanne Chenoweth
Deane Cook
Beth Corey
Kate Cotten
Katherine Cox
Martha DeBuys
Gillian Goodrich
Eugenia Greer
Elizabeth Hubbard
Kate Millhouse
Margaret Moor
Bette Owen
Sheri Perry
Murray Priester
Allison Prichard
Pam Prichard
Cynn timer Sproull
Helen Terry
Caroline Thomas
Libba Williams

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