Dominican Republic to Host Mercedes Benz Fashion Week for First Time

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Santo Domingo, Dominican Republic joins the exclusive list of cities chosen to host the **Mercedes Benz Fashion Week** as the brand celebrates 60 years in the country. New York, Sidney, Berlin, Panama, Russia, Madrid, Stockholm and Mexico are only a few of the countries and cities that have hosted the ever so glamorous **Mercedes Benz Fashion Week**.

This will become an annual event, and for its first official edition, it will take place from April 27-30, 2015, when designers of national and international fame will showcase their collections for the public's delight and enjoyment. To put together such an elite event, Mercedes Benz has partnered up with MAC Cosmetics, having **Gisel Calvillo** (Pro Senior Makeup Artist) developing the concept for each makeup of the runway in all the shows, bringing along over 20 certified international makeup artists.

Meanwhile, hair will be done by a formidable team of Dominican stylists, guaranteeing top quality of the runway's total look. The event will be coordinated by **Federman Cruz**, and **Marianne Cruz**, Miss Dominican Republic 2008 and Second Runner-Up at Miss Universe 2008, will be the runway director.

This event will continue to put the Dominican Republic in the fashion map, and it comes in a critical time, right after the beloved designer **Oscar de la Renta** died. De la Renta was the DR's fashion child, the most famous Dominican fashion designer nationally and internationally. With the Mercedes Benz Fashion Week Santo Domingo, the country seeks a way to stay current in the newest trends and styles, and to prove to the world that Mr. de la Renta left a great legacy in the up-and-coming designers, some of which were even mentored by him.

About Dominican Republic:

Rich in history, the Dominican Republic's first tourist was Christopher Columbus in 1492. Since then, it has developed into a diverse and luxurious destination offering both Dominican Republic and European flavours to more than 220,000 British visitors each year. A leader in eco-tourism, the Dominican Republic created the world's first Whale Sanctuary and has established protection zones for more than 20 percent of its land and coastal areas. The country boasts some of the world's best golf courses and beaches, the largest marinas in the Caribbean and is a chosen escape for celebrities, couples and families. Visit the Dominican Republic Ministry of Tourism's official Web site at: www.godominicanrepublic.com or call +44 (0)20 7242 7778.

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