

# Fashion Overdrive show pairs models with cars...

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## Fashion Overdrive show pairs models with cars at Michigan International Auto Show



Model Chloe McCallum smiles for the cameras as she displays the winning hair and makeup from Design 1 and dress from Leigh's Fashions. (Photo by Chris Clark / MLive.com)

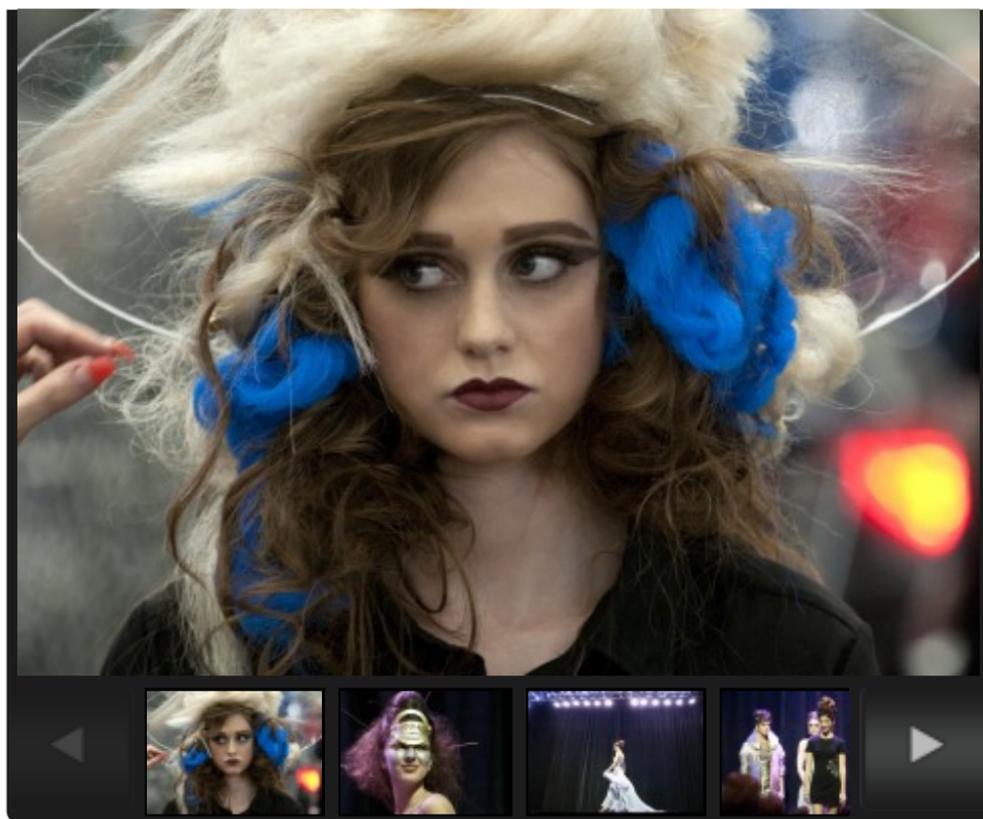
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on January 31, 2013 at 10:02 AM, updated January 31, 2013 at 3:54 PM



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Caption

A runway fashion show called Fashion Overdrive highlights the 2013 Michigan International Auto Show Charity Gala at Devos Place Wednesday, January 30, 2013. The event combines top area

GRAND RAPIDS, MI – The [15th annual Michigan International Auto Show](#) once again kicked off

with the charity gala on Wednesday, Jan. 30 but this year attendees were shown something new.

Hosted by WOOD - TV8's Jordan Carson, "Fashion Overdrive", a fashion show with a reality TV-style twist, was presented during the evening's festivities to the delight of the crowd.

The idea was inspired by pressure cooker shows like "Iron Chef" in that an "ingredient" - which in this case was the make and model of one of the cars - was assigned to one of each of the eleven local salons. They were then given a model and a Pamella Roland dress from Leigh's Fashions.

Without knowing which automobile or dress they would have until the minute the timer started, they were each given 90 minutes to conceive, design, and present a model that would best represent their car on the fashion runway.

I got a chance to speak to stylist Alyssa Lock from Serendipity salon who was attempting to match her model to a Jeep. "We're going to try and keep it fun because (the Jeep) is obviously something you go out and have fun in," said Lock.

The Matthew Agency provided the stunning models and the list of participating salons included: A Davis Brown Salon, Bang Blowdry Bar,

Cheeky Strut, Design 1, Aura, Ecouter, Hotel Venus Reflections Salon, Salon Re, Salon Solstice, Serendipity, and Tanaz Hair Boutique & Day Spa.

Chris Kitchen from Salon Re found out that her model and dress were to be paired with the new Dodge Dart. Kitchen said they were going for the “spy, super-sexy, Fast and Furious” look with smoky eye make up. Their model even had an infinity symbol tattooed on her neck which they were considering turning into a 007.

Lindsey Norton from Bang Blow Dry Bar was paired with Jaguar and said she was inspired by color as her car was black and felt that it needed a “pop of color” and possibly some “kitty cat” tossed in for good measure.

[Design 1](#) took first place with their BMW pairing. The hair and make up were done by stylist Devon and make-up artist Ellie from Design 1, who said they tried to embody sophistication, style ,and fun with their look on model Chloe McCallum.

[Salon Re](#) came in as the first runner up.

Tickets to the black tie gala were \$150 with all of the net proceeds benefitting the Helen DeVos Children’s Hospital. The [Helen DeVos Children’s Hospital](#) offers care for children and families from West Michigan.

The auto show opens to the public on Thursday, Jan. 31 at 3 p.m. and runs until 6 p.m. on Sunday, Feb. 3.

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