

# FASHION FOCUS

## Style That Sticks

(NAPSA)—Denim is out. Leather is so passé. This year's fashionistas are wearing...Con-Tact® paper.

To celebrate its 50th anniversary, the American household favorite recently hosted a unique Style Show at New York's Bloomingdale's restaurant.

The show featured creative uses from furniture to fashion. Professional designers and design students showcased their creations including slipcovers, cabinets, ball gowns, purses, and more. The event culminated with a fashion show representing the five decades of Con-Tact, including: a '50s "Dior-style" dress; '60s mini skirts, belts and go-go boots; '70s bell bottoms and '80s and '90s contemporary dresses—all fashioned from the paper products. Event hosts, author and HGTV personality Susie Coelho and Pliant Solutions Corporation President Ron Artzer, even arrived at the event in a New York cab covered in Con-Tact.

"This show gave us the opportunity to applaud our history of providing household solutions," said Artzer, "but more importantly, it offered us the chance to tell people the story of where we've been, where we are today, and where we're taking the brand in the future."

Susie Coelho emceed the Style Show and offered creative tips and uses for the product around the



**To celebrate its 50th anniversary, a model wears a 50s-style dress, hat and lapels made entirely of Con-Tact® Brand paper at a fashion show in New York.**

home. Coelho also announced the launch of the first-ever National "Con-Tact Your Style"™ Design Contest for consumers.

"This style show was a great inspiration for thinking 'out of the shelf' when it comes to Con-Tact," said Coelho. "The contest brings that even further, encouraging everyone to unleash their creativity by submitting their most

unique uses of Con-Tact products. We can't wait to see what people come up with."

### **"Con-Tact Your Style" Consumer Contest**

The national contest, running through June 2003, encourages consumers to use any item from the four product lines, which include multi-purpose decorative coverings, Arts & Crafts, Grip Liner™ (a strong, yet cushioned, non-skid surface) and Glass Art (seasonal window clings and window coverings with the look and feel of etched glass). Entries will be judged on creativity of design project, originality of entry and decorative appeal.

The grand prize winner will receive a home room design makeover by Susie Coelho, valued at approximately \$10,000. Four semi-finalists will receive a wide selection of Con-Tact Brand products.

Entry forms and the complete set of rules are available on the Web at [www.contactbrand.com](http://www.contactbrand.com) and at select retail outlets. To enter, participants must submit a description in 500 words or less of the project and how they were able to "Con-Tact Their Style" along with a photo of the project. Entrants must mail their entry to "Con-Tact Your Style" Contest, PO Box 3695, Medina, Ohio 44258-3695 or submit a digital or scanned photo to the Con-Tact Brand Web site.