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FOR IMMEDIATE RELEASE

CAAM IS SET TO REVEL IN CREATIVITY AND STYLE DURING ITS ANNUAL 'HAUTE COUTURE WITH HATITUDE' EVENT AT TARGET SUNDAY

LOS ANGELES, CA (March 27, 2013) – The atrium-covered Courtyard at the California African American Museum (CAAM) will be filled with dazzling style and creativity during the annual fashion show, “Haute Couture with Hatitude.” Taking place during Target Sundays at CAAM, April 7, 2013, from 11 a.m. to 5 p.m., “Haute Couture with Hatitude” will be co-hosted by performing artist and choreographer, Ingrid Graham and actor Jeffrey Anderson-Gunter.

This marks CAAM’s 9th annual “Hatitude” event where guests have the opportunity to be fashionistas or fashionistors, and showcase unique hats from their personal collections, as well as designing them while attending the event. Mauva Gaciua, a wardrobe stylist for StarHold Images, will lead a special fashion show. Gaciua will showcase her haute couture collection featuring designers such as Roberto Cavalli, Narciso Rodriguez, Lela Rose, Carmen Marc Valvo, Burberry, Vera Wang, Nicole Miller, Caché, and many more.

In addition, “Haute Couture with Hatitude” takes the opportunity to celebrate the transition into the spring season with flair and fun for all ages. Men, women, girls and boys can compete

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in various categories and will be eligible for prizes based on their very own “Hatitude”. Guests are encouraged to bring their most chic hats, headbands, fascinators and headpieces or they may design an original masterpiece at a workshop prior to what is sure to be an exciting and amusing competition.

All events and programs at CAAM, including “Haute Couture with Hatitude” are free and open to the public. CAAM is located at 600 State Drive, Exposition Park, Los Angeles, 90037. Parking is available in the lot at 39th and Figueroa Streets and is \$10 per vehicle. Please visit

www.caamuseum.org for more information about other upcoming events and programs.

CURRENT EXHIBITIONS IN THE CAAM GALLERIES:

Things That Cannot Be Seen Any Other Way: The Art of Manuel Mendive Opening April 25, 2013

Go Tell it on the Mountain through April 7, 2013

African American Military Portraits from the American Civil War: Selected Images from the Library of Congress Collections through April 14, 2013

Legacy of the Golden State Mutual Life Insurance Company: More Than a Business through June 23, 2013

ABOUT THE CALIFORNIA AFRICAN AMERICAN MUSEUM

The California African American Museum (CAAM) researches, collects, preserves and interprets for public enrichment the history, art and culture of African Americans. Chartered by the California State Legislature in 1977, CAAM is a state supported institution and a partner with the 501(c)(3) non-profit organization Friends, the Foundation of the California African American Museum. In addition to its permanent collection of over 3,000 objects of art, artifacts and historical documents,

CAAM also houses a research library containing more than 20,000 volumes, employs and trains high school students through its *Young Docents* program, and hosts in-house curated exhibitions and traveling exhibitions on a regular basis. The museum also tours CAAM exhibitions throughout California and the nation.

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