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**FOR IMMEDIATE RELEASE****Toriola to be Featured Designer at Sol Afrik Fashion Week Mixer**

New York, NY, August 13, 2012 — Toriola, a custom clothier specializing in fusion couture fashion, will be one of three featured designers at this year's Sol Afrik Fashion Week Mixer. This exciting event will be held on Thursday, August 16 from 6-11pm at Brooklyn Terrace in Brooklyn, NY.

The Sol Afrik Mixer will present the best works from Toriola and two additional designers, and guests will be able to vote on the most inspiring of the three. The winner will have the opportunity to have their designs featured on the Sol Afrik website for two weeks before the launch of the show. Toriola will display pieces from the newest women's line, Diamond in the Rough, which features delicate lace designs, along with pieces from the unique men's line, Modern Nomad. "I am honored to be one of the three designers considered for this mini showcase. I hope my work is considered good enough to take first place in the midst of all the great talent that will be showcasing," says Tori Famuyiwa, fashion designer and owner of Toriola.

Join us on August 16 for this exclusive event. Meet Tori, vote and find out what's next from Toriola.

About Sol Afrik Fashion Week

Sol Afrik Fashion Week is a lavish, multi-day fashion event. It is the first fashion week that features edgy, couture, contemporary, and ready-to-wear, international designers from across the African Diaspora and the World. Representing designers from all over the world – including African Americans, Continental Africans, Blacks in the Caribbean, Africans in Europe, Latin Americans, and Asians – Sol Afrik's global approach of creating a platform for fashion designers from around the globe, in order for them to gain universal exposure is highly unprecedented.

About Tori Famuyiwa

Tori Famuyiwa possesses an undeniable passion for fashion, art and design. This trait is derived from his natural sense of beauty and the ability to apply his art form to any canvas. This zest drove him to create Toriola. Some of his fusion couture designs have been featured in Bloomingdale's, Africa Fashion Week, *Essence Magazine*, *Munaluchi Bridal Magazine* and other choice fashion publications. The results of his creations are exemplified by a smart combination of Afro-chic style and contemporary elegance, while remaining classy and sexy.

Prior to creating Toriola, Tori was a creative director with over 14 years of experience in the fashion industry, including show production, visual merchandising and working as a freelance stylist. He graduated with a major in international business and a minor in economics from Towson University (MD), which has aided him in integrating his business acumen with his fashion savvy. Tori worked as the creative director for American Eagle for 10 years before moving on to Victoria's Secret, where he served as their flagship creative director before venturing out on his own. Tori has more than 10 years of styling and show production experience under his belt and has worked with some of the best talent in the industry. Visit www.toriola.com.

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