Fashion Designer Ayo Shittu Wins Award For Her "UrbanChic" Clothing Line

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Ayo Shittu UrbanChic

New york city (rushPRnews) 01/16/12 — Janurary 2012 marks the official launch of Urbanchic by Ayo, a high-fashion website featured in Houston Fashion Week. “Urbanchic” is a style trending from big city urban street style fashion.

Mrs. Ayo Shittu is now up to be presented an ultimate honors Redzone Award from (B.E.T. comedian) Keir Fiya Sylvester and Sha ‘Rayla Entertainment in association with Top Notch Entertainment Janurary 21st of this year. According to sources “Urbanchic” began making it’s original appearances 2 years prior as a multi-range of designers picked up on the cultural popularity amongst daring youngsters .

According to “**Urbanchic**” designer Ayo Shittu “Urbanchic is a mix of high fashion looks blended with an urban or casual appeal. The modern day Audrey Hepburn in black gloves and skinny jeans. An animal-print tie accompanied with a sweater and cowboy boots. Urbanchic is retro, classic, and modern day styles that complement the use of various fabrics to suit a desired vintage type look. Urbanchic is a style that allows for creative prints and textures to unite in high fashion consciousness”. Designer Ayo Shittu also stated that “Urbanchic” is a recognized clothing influence which has

been published in several media fashion sources such as Stylelist.com, 002 Houston Magazine, Uzuri international high fashion magazine, and photographed/filmed inside New York Couture Fashion Week during Fall 2010 and 2011 on recording artist Niva the Soul Diva, and Trixie Gynn of the "Trixie Gynn Show", designs also to be seen on Los Angeles singer Assel Abdrakhmanova.

The Houston designer stated **"UrbanChic"** designs can now be seen in influential outlet stores like JUSTIN clothing store, Claires, and local fashion accessory stores in Houston.

For more information interested parties can contact Designer Ayo Shittu at ayyo84@yahoo.com.

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