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Gazelle Girl Partners with Personal Habitat and Kendall College of Art and Design
Kendal students will showcase final projects in pre-LUNAFEST® fashion show

GRAND RAPIDS, MICHIGAN – Gazelle Sports has announced that Personal Habitat, a local start-up business, and Kendall College of Art & Design, will sponsor a student-led fashion show prior to both LUNAFEST showings at the Downtown Market on Friday, April 15. The fashion show will highlight garments designed by 12 female students whose collective mission was to address function, style and visibility for outdoor athletes in their final products.

“Partnering with this type of initiative will provide LUNAFEST attendees with the opportunity to connect with the Kendall College of Art and Design students and their garments before each showing, and during the reception between the showings,” explains Cara Zerbel, co-event director, Gazelle Girl Half Marathon & 5k. “Many of the designs will not be immediately perceived as having reflective capabilities, so attendees will be encouraged to take photos of the garments with their flash to see how each one will react to the light. As many in the LUNAFEST audience will be athletes who spend a lot of time outside training, this interactive exhibit is the perfect addition to the LUNAFEST event.”

Personal Habitat began research and development for a high visibility product line for outdoor athletes by sponsoring a project with the fashion students at Kendall. The need to begin building the start-up was born out of a tragic accident when a running friend was struck during an evening run. The Kendall students, led by adjunct professor Liz Hilton, Chief Knit Picker at KNITit, engineered each garment they created for a specific activity with comfort and reflectivity.

“One of the pieces is a wool kimono for walking with reflective trim and another is a seemingly black outfit that then lights up when light hits it directly,” explains Hilton. “Another student spent her

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weekend mixing a variety of paints – glitter, acrylic and reflective – to create a combination that could be used effectively in her design. All the students are eager to showcase their Personal Habitat-inspired projects at LUNAFEST and welcome feedback from the audience!”

LUNAFEST tickets for the 6p and 8:15p 90 minute showings are available for \$20 at [LUNAFEST Registration!](http://www.lunafest.org) The LUNAFEST film trailers can be viewed at <http://www.lunafest.org>. Tickets include the Personal Habitat reception with light appetizers from 7:30-8:15p and access to the cash bar (5:30-9:15p). All proceeds from the event will benefit the four Gazelle Girl-affiliated charities and the Breast Cancer Fund.

About the Event

The Gazelle Girl Half Marathon & 5k began in 2013 as the first women’s only half marathon event in Michigan and remains one of the largest events of its kind in the state. Organized by Gazelle Sports, Gazelle Girl connects women through movement, achievement, celebration, friendship and fun. Proceeds from the event will benefit the Gazelle Sports Foundation, Grand Rapids Opportunities for Women (GROW), Kent County Girls on the Run and the YWCA of West Central Michigan. For additional information and event registration, please visit <http://gazellegirlhalfmarathon.com>.

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