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Fashion Lab Sedona Calls Sedona Models to the Runway

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Fashion Show 2025. (Photo credit Andrew Holman)

Fashion Lab Sedona is searching for the faces, personalities and unforgettable characters who will bring this year’s Sustainable Fashion Show to life. The Fashion Lab Model Search will take place on Thursday, September 24, from 1 to 3 p.m. at the Ultimate Light Mission in Sedona and invites Sedonans of all ages, sizes, styles, identities and experience levels to be considered to model the original upcycled looks created by Fashion Lab Sedona designers at the Sustainable Fashion Show on October 10. No prior modeling experience is required and there is no cost to participate.

“We’re not looking for one traditional idea of what a model should be,” said Nathan Quinn, director of the Sustainable Fashion Show. “We’re looking for presence, personality and people who can bring these designers’ creations alive on the runway.”

The model search will allow participants to meet designers, step in front of the camera and try out their runway walk. Fashion Lab’s 25 designers will each be selecting either one or two models to display their collections during the October 10 show.

“Fashion should feel alive,” Quinn added. “This runway is about individuality, confidence and letting Sedona show up exactly as Sedona.”

Models who want to sharpen their skills can also join Fashion Lab Sedona’s ‘How 2 Model’ seminar with Quinn, an award-winning runway coach and former Elite & Ford model, on consecutive Saturdays, September 26 and October 3, at Sedona Dance Academy, to prepare them for the runway during the show.

The dynamic two-hour visual poise seminar will cover runway movement, posing, presence, current modeling trends, photo-ready techniques and the fundamentals of developing a confident walk.

"Confidence changes everything on a runway," Quinn said. "It's not just about how you walk. It's about how you carry yourself, connect with the room and bring the clothing to life."

Participants should bring high heels or loafers, a sports jacket or blazer, and water.

Fashion Lab Sedona's free Model Search will take place on Thursday, September 24, while the 'How 2 Model' seminar will be offered twice, on Saturdays, September 26 and October 3. For more information or to register, visit fashionlabsedona.com.

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