



**PURE FASHION...**  
*A Celebration of Style and Virtue!*

“Since love grows within you, so beauty grows. For love is the beauty of the soul.”

- Saint Augustine -





## *Nothing More Beautiful*

*Heavenly Father, we come before you in praise and thanksgiving for you have called us to be your own.*

*You sent your Word to bring us truth and your Spirit to make us holy. Through them we come to know the Beauty that is You.*

*Draw us to a new encounter with Jesus, your Son. Deepen our love for His Church. Help us to embrace anew the beauty of our faith in all of its richness.*

*Empower us to see there is nothing more beautiful than our relationship with You, so that we may reflect to others your image, in which we have been created.*

*We pray that, rooted and grounded in your love, and through the healing power of the Cross of your Son, we may be strengthened for mission by your Holy Spirit.*

*We make this prayer through Christ our Lord.*

*Amen*



## *What is PURE Fashion?*

### *In the Image and Likeness of God ...*

Pure Fashion is an international faith based program guiding young women 14-18 to become confident, competent leaders who live the virtues of modesty and purity in their schools and communities.



## *What does it offer?*

Pure Fashion offers a model training and character formation program that enhances not only a young woman's external appearance, but more importantly, her interior beauty and balanced self confidence.



# *The Pure Fashion Creed*

## **As Pure Fashion models, We believe:**

- 1 That our private parts should remain private.
- 2 That undergarments should not become outer-garments.
- 3 That our bodies are holy and sacred and our clothing should not reveal what was meant to be concealed.
- 4 That virtue is the most important must have for every season.
- 5 That being healthy, physically fit, clean and well-groomed is always in style.
- 6 That we should support retailers, designers and magazines who support virtuous behaviour.
- 7 That we can be pretty without being provocative.
- 8 A real model is a "role model".
- 9 That our clothing sends a message to those around us and it should reflect our dignity as children of God.
- 10 That we can begin to change the world by changing our hearts, our minds and our clothes.



## *Model Training Program*

All of the models and supermodels (team leaders) take part in a training program in preparation for the Pure Fashion show.

- *Spotlight on Beauty* (Oct)
- *Mother Daughter Tea* (Nov)
- *Christmas Mission* (Dec)
- *Reflections* (Jan)
- *Heart & Soul Makeover* (Jan)
- *Elegant Expression* (Feb)
- *Runways of Life* (Mar)



## *Spotlight on Beauty*

### *Objectives:*

- To set the atmosphere and imbue enthusiasm
- To introduce the **Pure Fashion** goals to the models and their parents
- To help the models and parents discover the nature of true beauty



# Spotlight on Beauty

(continued)

## Objectives (continued):

- To motivate them to be role models
- To show that the fashion world needs true beauty and role models.





## *Mother-Daughter Tea*

### *Objectives:*

- To teach the models about personal dignity, which shines forth in their poised elegance, their social manners, and the way they treat others
- To teach them specific norms of etiquette, why etiquette is important, and the value of cultivating social manners





## *Christmas Mission*

### *Objectives:*

- To help the young women understand that they influence others and that they should strive to give the best of themselves
- To teach the models to work as a team to encourage unity and effectiveness of work
- To help the young women truly experience the joy of giving



## *Reflections*

### *Objectives:*

- To impress upon the models that their exterior presentation transmits a message
- To motivate the young women to use their external appearance to reflect true beauty
- To teach the models professional make-up application and hair styling techniques



# Reflections

(continued)

## Objectives (continued):

- To train the young women to look for and acknowledge true beauty in their peers
- To recognize and be thankful for others' service on their behalf.





## *Heart & Soul Makeover*

### *Objectives* (continued):

- To develop the young women's awareness that the fashion industry mitigates against True beauty and to commit them to working toward a culture of authentic beauty
- To teach the models about purity and how to live it personally, in their relationships with others, and with God



## *Heart & Soul Makeover*

*(continued)*

### *Objectives (continued):*

- To help the young women understand the value of authenticity and of living the virtue in their way of thinking, their choices, and their actions
- To help the models experience Christ as a true, totally faithful friend



## *Elegant Expressions*

### *Objectives:*

- To teach the models how to prepare a talk or presentation with the vision that an attractive face without a message is only half the picture of a real model
- To help the models improve their public speaking skills; proper use of their voice, body language and verbal delivery



## *Elegant Expressions*

*(continued)*

### *Objectives (continued):*

- To help the models realize that confidence in speaking before a group comes from being authentic, from practicing what they preach, as opposed to relying heavily on coping skills to control nervousness
- To give the models confidence in their message



## *Runways of Life*

### *Objectives:*

- To teach the models to practice what they preach, to be the same people at all places in their lives, and to behave as they should even when they don't feel like it or when being true to themselves requires courage.
- To help the mothers understand that they are role models.





## *Why Pure Fashion?*

**Model of Style**  
Fun, fresh & fashionable

**Model of Generosity**  
In mind & heart with time & talent

**Model of Grace**  
The finishing touch!

***Because Real Models are  
Role Models !***

**Model of Purity**  
More than just modesty

**Model of Authenticity**

**Model of Confidence**  
Standing on solid ground



## *Pure Fashion Show*

Where it all comes together !

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- *Saint Augustine* -

