

VARIETY OF DETERMINANTS ADD TO PRICE OF UNUSUAL ITEMS. 14A

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MORGAN LADUKE WALKS THE runway in a dress made by Designs by Pinkie in the Habitat for Humanity Construction Couture fundraiser at the Airport Hilton.

TOM SHERLIN | THE DAILY TIMES



WINONA DUBBERLEY MODELS A dress created by Newell Brands in the Habitat for Humanity Construction Couture event. Designers used a variety of construction materials.

Nailing it on the head

Habitat hosts inaugural Construction Couture fundraiser

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Blount County Habitat for Human-



Women Build, thanks to some crafty designers who proved that you can create some head-turning attire using duct tape, drop cloths, washers, insulation and lots of creativity.

The nonprofit hosted its inaugural "Construction Couture" fundraising luncheon Wednesday at the Airport Hilton. The challenge for eight teams was to design and then present the unique outfits in a fashion show.

Judges for the day included Blount County Mayor Ed Mitchell, Register of Deeds Phyllis Crisp and Daily Times Publisher Carl Esposito. A crowd of about 300 were also there to vote on the People's Choice Award by contributing money for their top pick.

The competing teams included Epic Nine Marketing, Maryville Rotary Club, Designs by Pinkie, Blount Partnership, Newell Brands, M Squared/Fowler and Hall Group, Premier Solutions International and ICC International. Brian Tuggle emceed.

Up first, Kristin Scott representing Epic Nine told the audience her team scoured through a construction company's trash pile to find their design materials. They used shingle materials, plastic barrier, insulation felt and even bubble wrap to create a gown that looked like it could be on display in any boutique.

Maryville Rotary Club was inspired, said Lisa Atkinson, by John Mellenkamp's "Little Pink Houses." The club's two models used everything from drop cloths to paint brushes to create their look.

Designs by Pinkie gave audiences two dresses to choose from. Designer was Pinkie Mistry. Lots of textures and layers came together using plastics. The goal, Mistry said, was to make something that "was a work of art."

Tammi Ford was the model for Blount Partnership's design. They used drop cloths and also backsplash tiles for the geometric design.

Then it was Newell Brands' time in the spotlight. This team made outfits inspired by the popular TV show "Game of Thrones." Models were Nate West and Winona Dubberley. West's armor was made from aluminum flashing, wire, backsplash tiles and tape. Dubberley's gown consisted of roofing material, wire, drop cloths and tile.

M Squared Construction was team No. 6. They opted to use male models for their designs. Aaron Fowler and Gary McNally showed off warrior costumes that were made 100 percent from construction materials. The rules said all competitors had to make their designs with at least 50 percent of the home-



HABITAT FOR HUMANITY CONSTRUCTION Couture judges Mayor Ed Mitchell (from left), Register of Deeds Phyllis Crisp and Daily Times Publisher Carl Esposito enjoy the show as models don dresses made from construction items.



TRACY QUEEN WITH ICC International walks the runway Wednesday in a dress adorned with 1,000 washers attached to her dress. Her necklace is a home key. A building permit sits atop her head.

building materials.

A tarp became a lovely gown for the team of Premier Solutions. It was constructed using fiberglass, Gorilla glue, sheet metal and aluminum sheeting.

"We have some very talented designers, Tuggle said as the contest waged on. The judges were in awe of what these teams were able to put together.

The final presentation of the day was ICC International with model Tracy Queen. Her outfit contained a builder's permit, house key necklace and 1,000 plastic washers, said designer Krista



KELLY WEATHERLY-SINCLAIR MODELS A dress made by Premier Solutions International during a fashion show for Habitat for Humanity Wednesday at the Airport Hilton.

DeSocio. Her copper belt was fastened with a padlock.

When the judges' tallying was over, Designs by Pinkie was declared the overall winner of the Golden Stiletto. People's Choice Award went to Maryville Rotary Club.

Each year, the Women Build Luncheon helps Blount County Habitat for Humanity raise funds for construction of the biannually constructed Women Build home as well as to celebrate the homeowners and participants of past builds.