

September 14, 2012

# Reality TV Stars Turn Out for Daisy Fuentes' Runway Show

By SHARON EDELSON

**DESIGNING DAISY:** Bold-faced names at Daisy Fuentes for Kohl's runway show Wednesday at Style 360 included Amy Poliakoff of Bravo's "Gallery Girls," Adrienne Bailon of Style Network's "Empire Girls" and "Real Housewives of New York," and Sonja Tremont Morgan, who upheld the reality TV mantle. Haim Dabah, executive director and group president of LF USA, which designs, sources and markets Daisy Fuentes for Kohl's, said, "[Daisy Fuentes] is entering its ninth year and it's growing. It has total retail receipts of \$450 million." Dabah said a crew from ABC's "20/20" was backstage covering Daisy and the show for an air date in October. After the show, Fuentes admitted that her collection "kind of flies under the radar. Affordable fashion has come such a long way. I always love after a show when people tell me how surprised they are by the brand." Fuentes said she hopes to celebrate its 10th anniversary with fireworks and said she's "still inspired to launch makeup and hair care products." As for her other career, "I'm actually closer than ever to getting in front of the camera."