

RESOLUTION NO. 94

Gwen DeVoe

WHEREAS, in 2009, Gwen DeVoe, a businesswoman and expert in the fashion industry, experienced a common dilemma when she attended a fashion week event; the clothes were fabulous, but none of the clothes were going to be on the rack for full-figured women; at that moment, Full Figured Fashion Week was conceived; and

WHEREAS, the fact that Gwen DeVoe, creator and CEO of DeVoe Signature Events, a full-service event production and management company, already had 15 successful years of producing full-figured fashion shows and was well-known in the fashion industry due to Ms. DeVoe's prior modeling career and related business ventures; and

WHEREAS, with Ashley Stewart sponsorship and support, money saved personally, and the participation fee from designers, the First Annual "Full Figured Fashion Week" was launched on June 25, 2009; and

WHEREAS, Full Figured Fashion Week grew steadily until 2011, when it nearly doubled in size, bringing together the heads of major retailers such as the CEO of Lane Bryant, the CEO of Ashley Stewart, and other major retailers; and

WHEREAS, Gwen DeVoe has been a longtime advocate and supporter of increasing the visibility of fuller figures on fashion runways; she is a former plus model who has specialized in plus model training since the early 1990s as well as development and management; she is always willing to share the gift of motivational speaking on the topics of body image, plus modeling and fashion consultation for plus size women and teens; and

WHEREAS, Gwendolyn DeVoe is now hosting The Kristyl Frazier Designs "What's Your PLUS Sexy Weekend event" on August 5th to 6th; her past has proven that she is skilled at aiding the careers of top plus size models, and the City Of St. Louis honors her achievements.

NOW THEREFORE BE IT RESOLVED by the Board of Aldermen for the City of St. Louis that we pause in our deliberations to recognize Gwendolyn DeVoe for her work in the fashion world and direct the Clerk of this Board to prepare a commemorative copy of this resolution to the end that it may be presented at a time and place deemed appropriate by the Sponsor.

Introduced on the 5th day of August, 2016, by:

The Honorable Lewis E. Reed, President, St. Louis Board of Aldermen

Adopted the 5th day of August, 2016, as attested by:

Timothy O'Connell
Clerk, Board of Aldermen

Lewis E. Reed
President, Board of Aldermen