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**AIU London Graduate Competes on Bravo's 'The Fashion Show'**

*Fashion designer James-Paul Ancheta makes name for himself on reality TV series*

**LONDON, June 16, 2009** – James-Paul Ancheta, a 28-year-old freelance fashion designer and recent graduate of American InterContinental University London, is among the fashion designers competing in the popular new Bravo reality show, "The Fashion Show." He is competing for a \$125,000 grand prize and the chance to have his designs sold in the competitive fashion market.

James-Paul got off to a promising start in the weekly competition by winning the first-week's fashion challenge against 14 other aspiring designers. He is the second AIU London student to compete on a Bravo fashion competition reality show. Christian Siriano, also a former student of AIU London, won the 2008 "Project Runway" competition.

James-Paul's success doesn't surprise his teachers and peers from AIU London, where he graduated in 2008 with a bachelor of fine arts degree in fashion design.

His teachers recall his design talent and the strong philosophy behind his designs based on rich research, creative exploration of ideas and experimentation. "James-Paul is a talented designer who combines an excellent understanding of modern fashion with the ability to pursue his own vision," said Gill Stark, Dean of Fashion at AIU London.

AIU London fashion design students display their "final" collection at the end of their senior year in a showcase that is attended by students, faculty and the general public. "Preparing for that final fashion show is a challenging process that is the culmination of four years of study," says Stark. "It's an intense experience that has left James-Paul well-prepared to excel in the competitive world of fashion."

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At university, James-Paul was inspired by the 1920s Bauhaus movement, which focuses on geometric shapes. James-Paul further sharpened his design skills at the prestigious Vivienne Westwood studios in London, known around the world for Westwood's influential and inventive designs. There he continued to develop his trademark creative and experimental style.

"We are proud to support James-Paul and wish him much success on 'The Fashion Show'," said Dennis Gayle, President, AIU London. "We are thrilled he has done well so far and look forward to following his progress on the show and in future endeavors."

AIU campuses in the United States in Houston, Atlanta and South Florida (Weston, Fla.), as well as AIU Online students in the U.S. and around the world, can show support for James-Paul at the Facebook support campaign page created for him at <http://www.facebook.com/pages/James-Paul-Ancheta/103752602168#>. Friend and fellow AIU London fashion design graduate Adrian Morales, who showcased his final design collection before graduation in 2008 with James-Paul, is helping to manage the fan page.

"The Fashion Show" designers must complete two challenges each week: the *Harper's Bazaar* Mini Challenge, judged by the magazine's Special Projects Director Laura Brown, and the elimination challenge. Internationally acclaimed designer Isaac Mizrahi, performer and actress Kelly Rowland and Fern Mallis, senior vice president of IMG Fashion serve as judges, eliminating one designer each week. Ultimately, viewers will vote to determine the winning designer, who will be unveiled at NY Fashion Week in September 2009.

### **About American InterContinental University**

Founded in Europe in 1970, American InterContinental University offers a wide range of undergraduate and graduate degrees in programs such as business, IT, criminal justice and fashion design at U.S. campuses in Atlanta, Los Angeles, Houston, Weston, Fla.; an international campus in London; and an internet-based online campus headquartered in suburban Chicago. The award-winning AIU Online Virtual Campus was recognized as "Best of the Best" in the 2009 Computerworld Honors Program.

AIU is accredited by The Higher Learning Commission and a member of the North Central Association. For more info visit [www.ncahigherlearningcommission.org](http://www.ncahigherlearningcommission.org) or call 312-263-0456.

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