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Media Release

### **Homegrown to Showcase Outer Banks' Young Fashion Creatives**

A host of local arts visionaries will come together at the Dare County Head Start Center in Manteo at 6pm on Friday, June 11 for the inaugural collaborative fashion event known as Homegrown.

Founded by Manteo native Treveon Govan, Homegrown is inspired by some of Dare County's most unique creatives and bridges the gap between the genres of design, music, art, surf, skate, and fashion that embody the Outer Banks' culture. The event is co-hosted by Dare County Arts Council and sponsored by Outer Banks Visitors Bureau.

"When I thought about how I wanted to introduce my fashion brand *Long Way Home* to the world, I thought about all the creative people around me who have inspired me to start a clothing brand in the first place," said designer Treveon Govan. "Luckily enough, the majority of them were from the same place I, too, call home, the Outer Banks. I have always wanted to inspire people in my community while having a positive influence on the youth, and what better way to do that than a fashion show! Homegrown is a manifestation of all of those desires with a twist of all things creative. To be able to bring this event to life alongside friends and family makes it that much sweeter!"

The centerpiece of Homegrown will be a runway show, showcasing new fashion and designs from Mom's Sweet Shop, Local As It Gets, KIIIND, Long Way Home, Ruckus, CCM Workshop, Wescott, Starr Boutique, Amiligoisili, and Made by Jinx.

"I met Trey years ago at the original Mom's Sweet Shop, and I could tell immediately that he had his own style and sense of fashion," said co-owner of Mom's Sweet Shop Derik Wineland. "I remember this time last year when he dropped off a rough idea of this event at the shop, and it is dope to see it become a reality for him. Mom's will do

what we do best, and that's bring a combination of our own designs mixed with vintage and sustainable fashion to Homegrown.”

The runway will transform into a stage with local musicians Zack Mexico, Holden McOwen and Tshombe Selby performing throughout the evening.

Admission to Homegrown is free and it is a family-friendly event that will also include live art, vendors and more!

Businesses interested in sponsoring Homegrown should contact Dare County Arts Council's Executive Director Chris Sawin at [DareArtsInfo@gmail.com](mailto:DareArtsInfo@gmail.com).

This project is sponsored by the Outer Banks Visitors Bureau.

For more information about Homegrown, visit [LongWayHome.blue](http://LongWayHome.blue). You can contribute to the grassroots event online at [gofund.me/e7ca2444](https://gofund.me/e7ca2444).

Homegrown will be following all federal and state guidelines regarding COVID-19 to keep everyone safe, while still providing a quality experience.