

Hot 97's Full Frontal Hip-Hop Fashion Show

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New York's number one station for hip-hop and R&B, HOT 97 FM, will kick off fashion week with its third annual FULL FRONTAL HIP HOP FASHION SHOW on Friday, February 3rd, 2006 at 7PM at the Hammerstein Ballroom located at 311 West 34th Street, New York, NY 10001.

Hip-Hop icon rap artist Busta Rhymes will perform his new single "Touch It" off of his new album "The Big Bang", that is climbing the charts. Performances also include R&B songstress Keyshia Cole and Ne-YO. Some of the hottest urban labels in fashion including Akademics, Gilyard, White Boy clothing and Laque will showcase the latest looks for Spring 2006. HOT 97's Full Frontal Hip-Hop Fashion show will be the premier hip-hop event for Fashion Week 2006. Bigger and better every year, this year will top the rest as additional designers will be announced soon.

HOT 97 morning show personality Miss Jones, will host a VIP Players Lounge with special gifts and prizes all night long. Tickets are \$47.50 and \$97.50 available online at www.ticketmaster.com or by calling 212-307-7171.

FULL FRONTAL HIP HOP is presented by HOT 97 and Red Ginseng Plus and Aloe Vera Energy Drinks and produced by Trevanna Entertainment.