



Irene Marie Receives Key to the City of Miami Beach, July 11th proclaimed as 'Irene Marie Day'.

FOR IMMEDIATE RELEASE – On July 11th, **Mayor David Dermer** and Members of the City Commission of the **City of Miami Beach** presented **Irene Marie** with the key to the city and proclaimed July 11th as **Irene Marie Day**. The presentation took place in the City Commissioners' Chambers in front of an audience of several hundred. Marie was joined by her friends, family, the staff of Irene Marie Agency, her models and members of the fashion community for this great honor.

Marie was recognized by the Mayor and Commissioners for her continued achievements in promoting the City of Miami Beach as a cultural, entertainment and tourism capital. The Mayor acknowledged that Irene has always been on the forefront of promoting Miami Beach as a key destination to the worldwide fashion and film industry; and that Irene's hard work has paid off with Miami Beach being recognized as the "third fashion capital of the world".

Upon completion of the proclamation, guests were ushered to an outdoor tropical and chic presentation of beverages and hor d'oeuvres. Platters were decorated with palms, orchids, and hi-fashion Barbie dolls in designer clothing.

In 1989 Marie, a former fashion model, moved her Ft. Lauderdale based modeling agency to South Beach in the hopes of attracting European clients to the undiscovered Art Deco oasis. Marie was one of the first real-estate investors on Ocean Drive, purchasing the Sun Ray Apartments (home of the infamous chainsaw scene from Scarface). After a year of extensive renovations Marie opened Irene Marie Models, South Beach's first full-service modeling agency.

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