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### Style masters yet to inhabit their world

Gayle Ann Rice reports on the Florida fashion phenomenon.

**F**ashion is all about the way we live. It's a social language, and it's a mirror of society. It's a way of life. It's a way of thinking. It's a way of feeling. It's a way of being. It's a way of saying. It's a way of showing. It's a way of being seen. It's a way of being noticed. It's a way of being remembered. It's a way of being loved. It's a way of being admired. It's a way of being respected. It's a way of being honored. It's a way of being glorified. It's a way of being deified. It's a way of being worshipped. It's a way of being feared. It's a way of being hated. It's a way of being despised. It's a way of being scorned. It's a way of being ridiculed. It's a way of being mocked. It's a way of being laughed at. It's a way of being ignored. It's a way of being forgotten. It's a way of being erased. It's a way of being annihilated. It's a way of being destroyed. It's a way of being obliterated. It's a way of being reduced to nothingness. It's a way of being brought back to earth. It's a way of being brought back to life. It's a way of being brought back to love. It's a way of being brought back to hope. It's a way of being brought back to faith. It's a way of being brought back to God.

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Modeling on one of Pearce Pearce's latest designs.

**B**ut designers look at fashion as a business. They see it as a way of making money. They see it as a way of making a name for themselves. They see it as a way of making a statement. They see it as a way of making a difference. They see it as a way of making a mark. They see it as a way of making a legacy. They see it as a way of making a name that will live on. They see it as a way of making a name that will be remembered. They see it as a way of making a name that will be respected. They see it as a way of making a name that will be honored. They see it as a way of making a name that will be glorified. They see it as a way of making a name that will be deified. They see it as a way of making a name that will be worshipped. They see it as a way of making a name that will be feared. They see it as a way of making a name that will be hated. They see it as a way of making a name that will be despised. They see it as a way of making a name that will be scorned. They see it as a way of making a name that will be ridiculed. They see it as a way of making a name that will be laughed at. They see it as a way of making a name that will be ignored. They see it as a way of making a name that will be forgotten. They see it as a way of making a name that will be erased. They see it as a way of making a name that will be annihilated. They see it as a way of making a name that will be destroyed. They see it as a way of making a name that will be obliterated. They see it as a way of making a name that will be brought back to earth. They see it as a way of making a name that will be brought back to life. They see it as a way of making a name that will be brought back to love. They see it as a way of making a name that will be brought back to hope. They see it as a way of making a name that will be brought back to faith. They see it as a way of making a name that will be brought back to God.



**'We used to be like fashion groupies. It made us so excited to follow the work of the designers. What we really want to get back to is loving it more. The pressure is always building with each forthcoming season. We enjoy what we're doing about one day in each season. One day when we get a real buzz and it all feels worth it and then it goes and we're back to work, designing and producing again'**

Reynold Pearce and Andrew Florida, fashion designers