

# StyleCon 2016

*StyleCon - Southern California's Premier Beauty & Fashion Event*  
*Saturday, November 5, 2016 - OC Fair & Event Center*

ORANGE COUNTY, CA, UNITED STATES, August 29, 2016  
[/EINPresswire.com/](http://EINPresswire.com/) -- Thousands of savvy, sophisticated, and stylish millennials will descend on StyleCon Saturday, November 5, 2016, at The Hangar at the OC Fair & Event Center in Orange County, California. The highly experiential event will up anyone's beauty and fashion game with a range of opportunities designed to entertain, educate and entice, plus everyone receives an unprecedented haul of complimentary products and services. Hundreds of content creators, including Instagram and YouTube personalities, bloggers, vloggers and more will attend, participate in panels, "demo" products in the StyleShops, and meet fans



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throughout the day. Melanie Bromley of E! News will host the StyleStage, designed this year by Wendi Young Design, with guests including industry icons Heidi Nazarudin of [theambitionista.com](http://theambitionista.com) and luxury brand entrepreneur Twila True, with inspirational messages from each of them on their respective rise in the industry. Also on the StyleStage, millennial lifestyle and fitness gurus Cambrie and Faith Schroder, daughters of actor and film director Ricky Schroder of *The Champ* and *Silver Spoons* fame, and YouTube sensation Olivia Jade (1 million plus views,) daughter of actress Lori Loughlin, of *Full House* fame, and fashion entrepreneur Mossimo.

Technology giant Microsoft will unveil a digital pavilion offering unique opportunities to try out the latest Surface tablets – dubbed “The most productive devices on the planet.” NFL Juniors will bring the hottest new experiential entertainment, an Escape Room, where participants solve puzzles to gain release from a mock NFL Locker Room. Fashion lovers will revel in the fabulous Topshop Personal Shopping suite, complete with the season's hottest holiday looks and exclusive offers throughout the day. Sleekhair's whimsical beauty emporium will include a Hot Tools Dry Styling Station, Ardell Lash Bar, Shop NCLA Mani Lounge, Vanity Girl Hollywood glamour stations, a unicorn-inspired boutique, and dozens of industry professionals for one-on-one tutorials and testing of trending products, as well as special offers on today's most coveted beauty brands. Sleekhair will also launch a limited edition collection of eyewear with Zero UV, and include a pair in every attendee's StyleTote. Nordstrom's Trunk Club, will replicate their exclusive “clubhouse” for personalized style makeovers. Finally, Luxury nail powerhouse Polished Perfect by Twila True will be on site with an amazing thirty-foot custom Airstream that includes individual Mani-Stations offering complimentary

nail services to attendees.

Conveniently located and easily accessible from all over Southern California including San Diego, Los Angeles, Riverside, San Bernardino, Ventura and Santa Barbara, StyleCon will be at The Hangar at the OC Fair & Event Center, 88 Fair Drive, Costa Mesa, CA 92626. StyleCon tickets start at \$39 – and include a StyleTote valued at over \$100. VIP tickets are \$79 and \$149 and include even more deluxe giveaways. ###

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