



**Doo Wop Preservation League**  
P.O. Box 1703  
Wildwoods By-The-Sea, NJ 08260  
Phone: 609.523.1958  
Fax: 609.523.1583  
[www.doowopusa.org](http://www.doowopusa.org)

For more information, please contact:  
Dan MacElrevey (609) 523-1958

## **PRESS RELEASE**

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### **Doo Wop is "In Fashion"**

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The Wildwoods and their world-class collection of 1950s and 1960s-era motels have been getting more and more attention lately - in the press, across the internet, and most recently, having played host to a series of photo shoots featuring everything from fashion models to 1950s-style pin-ups, all set on the stage of the resort's famous doo-wop architecture.

In October 2008, photographer Kamila Harris of Doylestown, PA used such popular Doo Wop spots as the Starlux Motel, Summer Nites Bed & Breakfast, and the Doo Wop Experience museum as backdrops for a unique photo shoot called "Starlet Sessions" where aspiring amateur models were invited to "become a Hollywood Starlet for a day" dressing in fun '50s-style outfits, evoking the playfully provocative "pin-up" style portraits of the 1950s. According to Harris, "We love everything vintage - classic cars, old Hollywood noir portraiture, cheeky pinups and fun, colorful 50's style backdrops, and we have found the perfect location to offer these fantasy photo shoots." That perfect location, of course, was the Wildwoods-by-the-Sea and the resort community's nationally-acclaimed "Doo Wop District" of vintage motels, diners and neon signs which have been the subject of a national preservation movement over the past decade.

Earlier in the year, the New York City-based fashion design label "Beckerman" used the Doo Wop Motels of the Wildwoods as a backdrop for the release of their Spring/Summer 2009 clothing collection, appropriately referred to as "Shake, Rattle & Roll". The campaign includes models sporting funky retro-inspired fashions that, according to the designer's website, "mix elements of music, pin-up girls, and doo-wop to create a modern twist on a 1950s aesthetic." Designer & co-founder Chloe Beckerman continued, "We love the architecture of the 1950s motels. The plastic palm trees, the retro neon signs, and the playful architecture of the doo-wop motels are iconic of the 1950s!"

Beckerman's whimsical and chic clothing designs have been featured in such high-profile fashion magazines as "Vogue" and "Elle".

The next time you find yourself walking the streets of downtown Manhattan, that young fashionista you spot window-shopping in SoHo just might be sporting a dress or skirt that was inspired by the style of the Wildwoods' Doo Wop motels.

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The Wildwoods and their Doo Wop architecture continue to attract new interest from a variety of sources ranging from travel writers and newspaper reporters to artists and cultural groups from all around the region and even across the globe, that would not have otherwise been possible without the continuing efforts of the Doo Wop Preservation League over the past decade to promote the Wildwoods' unique historic assets.

According to DWPL advisory board member Mike D'Angelo, "it is our hope that the Doo Wop movement will continue to inspire a creative cultural renaissance in the Wildwoods that not only attracts nostalgic baby boomers, but also appeals to a younger, hipper crowd, particularly those with an appreciation for art, culture and history – the kinds of people who could bring some real energy and vitality to a city like Wildwood – and of course those who think the Doo Wop style is just plain cool, wacky, and fun." Doo Wop has indeed been the driving force behind many of the resort's new businesses and more notable renovations and new construction projects over the past few years.

D'Angelo added to his point, "It's the younger folks who are actually the most impressed by all this retro stuff – they think its cool and different, in an ironic sort of way – and you'll find them out taking pictures of things like motel signs and the Doo Wop Wawa and then posting and sharing those pictures with their friends on the internet and making comments like "woah... it was, like, the coolest Wawa ever!"

It has always been the mission of the DWPL to help the Wildwoods take advantage of the national notoriety Doo Wop has brought to the town and become a more complete destination that includes artistic and cultural offerings in addition to the beach and boardwalk. "We had some setbacks in the earlier part of this decade with the demolition of several classic motels followed by new development that was not at all consistent with the Wildwoods' character, but the community has finally come to better understand how important it is to save what remains and keep the spirit of Doo Wop alive, and hopefully we've learned from our mistakes" continued D'Angelo.

If the interest from fashion designers, photographers, and artists from all around the region is any indication, the Wildwoods are well on their way to fulfilling the Doo Wop Preservation League's vision.

For more information on Kamila Harris Photography, visit:

<http://www.kamilaharris.com>

For more information on the "Starlet Sessions" photo shoot, visit:

<http://www.starletsessions.com>

For more information on Beckerman, visit:

<http://www.beckermans.com>

Fore more information on the Doo Wop Preservation League, visit:

<http://www.doowopusa.org>