

BAKER MOTOR COMPANY
CHARLESTON
FASHION
WEEK®

MARCH 18-22 / 2014
www.charlestonfashionweek.com

PRESS KIT

PHOTO BY LEIGH MOOSE/SIDEYARD STUDIOS

Emerging Designer
Competition: East Winner
Afriyie Poku's
Fall 2013 Collection
CFW 2013

ABOUT CFW

"The Biggest Style Event in the South"

-The Daily South, March 2013

Showcasing emerging designer and model talent across the East Coast, Charleston Fashion Week® has fast become one of the premier fashion weeks in North America since its founding in 2007. Held March 18-22nd, 2014 under the tents in Marion Square in Charleston, SC, this five-night celebration will feature more than 35 runway shows, the Emerging Designer Competition: East, the Spring Bridal Show, and the Rock the Runway Model Competition™. Accredited with launching the careers of numerous up-and-coming fashion designers and models, this true multi-media event presents high-end runway shows, interactive entertainment, chic after-parties, and press events. Charitable partners for 2013 were Darkness to Light and MUSC Children's Hospital.



PHOTO BY LARRY MONTEITH

March 18-22 / 2014
Marion Square
Historic Downtown
Charleston, South Carolina

Charleston Fashion Week® Mission & Goal:

- To produce, manage, and organize a world-class annual fashion event in Charleston, SC
- Showcase emerging designer and model talent, truly becoming a "pathway to New York" for career advancement
- Increase awareness and media impressions for sponsors, runway participants, and local retailers
- Increase economic development for the region's fashion, design, and retail communities

2013 CFW Attendance & Event Highlights:

- 7,500 event attendees
- CFW 2013 received more than 184 million media impressions
- Nightly sold-out events & chic after-parties throughout the city
- Over 700k visitors to www.charlestonfashionweek.com in 2013
- 500k page views to www.charlestonfashionweek.com in March 2013
- 167 accredited media on-site for CFW 2013
- Reach of 3 million via Facebook week of CFW 2013
- Total economic impact of close to \$3 million

2014 Charleston Fashion Week® Events:

- **July/August 2013:** Emerging Designer Competition: East application process launches
- **Fall/Winter 2013:** Rock The Runway Model Competition™ Castings
- **December 2013:** CFW & Fashion Panel announces the Emerging Designer Competition: East "Top Design 20" Semifinalists
- **January 2014:** Emerging Designer "Top Design 20" Party & Kickoff Weekend
- **March 18-22, 2014:** Runway Shows
- **March 21, 2014:** Rock The Runway Model Competition™
- **March 22, 2014:** *Charleston Weddings* magazine and The Wedding Row's Spring Bridal Show
- **March 22, 2014:** Emerging Designer Finals

2013 CFW STATS

Attending Demographics*

- 7,500 attendees
- 85% female
- 60% college educated
- 33% graduate studies
- 50% made over \$100k per year, 19% made over \$200k
- Average age: 42
- 87% of out-of-town attendees came to Charleston just for CFW
- 59% of visitors reported staying in paid accommodations
- Average spend per visitor:
\$1,210 for non-resident and \$497 for resident
- 31% single, 63% married
- 49% are employed full-time and 21% are self-employed
- 6% are full-time students
- Total economic impact for 2013: \$2.63 million

*Source: Office of Tourism Analysis, Department of Hospitality and Tourism Management, School of Business, College of Charleston

2013 CFW Fun Facts:

- 20 hair stylists
- 20 makeup artists
- 230 tubes of lipstick
- 105 cans of hairspray
- 5,350 bobby pins
- 150 models
- 240 volunteers
- 137 Emerging Designer Competition: East applicants
- 10,392 bottles of smartwater
- 78k watts in lighting and 60k watts of sound



2013 SPONSORS

TITLE & EXCLUSIVE AUTOMATIVE SPONSOR:

Baker Motor Company



EXCLUSIVE DEPARTMENT STORE SPONSOR & THE BELK TENT:

Belk, Inc.



EMERGING DESIGNER COMPETITION: EAST PRESENTING SPONSOR:

Benefitfocus



BACKSTAGE BLUE LOUNGE SPONSOR:

smartwater



STYLE LOUNGE PRESENTING SPONSOR:

The Shops at Charleston Place



SPRING BRIDAL SHOW PRESENTING SPONSOR:

Gathering Floral + Event Design



- | | |
|--|--|
| Apothic Wine | jetBlue |
| Charleston Area Convention & Visitor Bureau | Korbel |
| Charleston Harbor Resort & Marina | Nature's Calling, Inc. |
| Cos Bar of Charleston | Paul Mitchell the School: Charleston |
| Courtyard by Marriott Charleston Historic District | PDA Video |
| Ecco Domani Wine | REEDS Jewelers |
| Embassy Suites Historic Charleston | Renaissance Charleston Historic District Hotel |
| F22 Internet Solutions | Scales Cocktails |
| Francis Marion Hotel | Snyder Event Rental |
| Gosnell & Company | Spike |
| Grey Goose | TD Bank |
| inventivENVIRONMENTS | Technical Event Company |
| Jack Daniels Tennessee Honey | Thomas Creek Brewery |
| Jan-Pro Cleaning Services | |

CHARITY PARTNERS

- Darkness to Light
- MUSC Children's Hospital

WHY CHARLESTON, SOUTH CAROLINA?

- Named No.1 Top City in the U.S. by *Travel + Leisure* World's Best Awards (2013)
- Charleston named No.1 US City & Top World Destination by *Conde Nast Traveler* (2012)
- *US News & World Report* named Charleston No.3 Best Weekend Getaway (2012)
- A Top 15 "On the Rise" Destination by Trip Advisor (2012)
- CNN International names Charleston No.3 Best City in the World (2011)
- Top Ten Best Shopping Streets in America by *US News & World Report* (2011)
- *Destination Weddings & Honeymoons* spotlighted the Charleston area as one of the best destination wedding locations in the country (2011)



TOURISM DEMOGRAPHICS

Top Metro Area of Visitors*

- 1) DC/Baltimore
- 2) New York City
- 3) Chicago
- 4) Charlotte
- 5) Atlanta

*Source: Charleston Area Convention & Visitors Bureau, 2012

WHY CFW?

- Has become one of the largest and most recognized fashion weeks in the country
- Recognized by global media as a top fashion event (CNN, *Southern Living*)
- Charleston Fashion Week® 2013 had more than 184 million media impressions
- Brand affiliation with high-end social event plus one-on-one interaction and product sampling with event attendees
- A true multimedia event, Charleston Fashion Week® 2013 was supported through TV, radio, print, web, marketing collateral, and event attendance

"What's not to like? As one of the judges for Charleston Fashion Week's 2013 Emerging Designer Competition, I was able to collaborate, revel in and catch up with fashionistas from everywhere. From iconic New York designer Cynthia Rowley and Sarah Parrott, an NBC Fashion Star alum, to the one and only Fern Mallis, founder of New York Fashion Week."

**— Belk's VP of Trend Merchandising and Fashion Direction, Arlene Goldstein
The Huffington Post, March 2013**



BRITTANY CALLAHAN



ROBBIE SILVER PHOTOGRAPHY

CHARLESTON FASHION WEEK®

- 2013 FEATURED DESIGNERS

Antonio Azzuolo



Now known for his expertly tailored riffs on street style, Montreal native Antonio Azzuolo refined his design aesthetic and craftsmanship skills with luxury labels in Milan and Paris immediately following commencement at Ryerson University. In 2000, he relocated to New York to further hone his sartorial skills at Ralph Lauren. By 2008, Azzuolo launched his first collection, a.a.

antonio azzuolo. Since its inception, the designer's work has consistently garnered praise from the *New York Times*, *WWD*, *Vogue*, *GQ*, *Esquire*, *Details*, and more. In Spring 2013, Milanese label Giuliano Fujiwara named Azzuolo creative director for the brand.

Anne Barge



In an industry full of luminary designers, Anne Barge shines among its brightest. After college, the Atlanta native boldly stepped foot into the eponymous fashion house, Priscilla of Boston, where she netted an apprenticeship under Jim Hjelm, after which she began her fashion career in earnest. Milestones include opening her first boutique in Atlanta; acquisition by New York's Kleinfeld; buying for Saks Fifth

Avenue bridal; managing director of London's Virgin Bride for Sir Richard Branson; licensing her brand for Badgley Mischka; and launching The Anne Barge Collection, which comprises four lines, encompassing bridal and evening wear. Barge's work has been lauded in *The New York Times*, *Brides*, *Martha Stewart Weddings*, *Town & Country Weddings*, and on TheKnot.com, The Today Show, and many more.

Kris & Bob Galmarini



As mom and dad to two inspiring tots, design duo Kris and Bob Galmarini understand what parents really care about in their little ones' wearables: durable duds that are comfortable, washable, imaginative, and fun. And their artistic line nurtures whimsy and funky through bustles, ties, illustrated patches, and screen-prints. In

Spring 2013, the team introduced fabrics custom-designed from Bob's illustrations. neve / hawk duds are highly sought-after in upscale retail outlets throughout the US, Europe, and Asia. The line has received praise throughout national press outlets for the husband and wife team's hands-on, upbeat approach as well as for the clothing itself.

Hannah Goff



Since sweeping the 2012 CFW Emerging Designer Competition with a colorfully complex showcase influenced by the progressive homemaker, Hannah Goff has sculpted her namesake women's line into a bold and textural collection worthy of media attention from Fashionista.com, *ELLE*, *NYLON*, and *Southern Living*. Goff, who now lives in New York City and counts Peter Pilotto among her design idols, is

a master of fabric and print manipulation. Goff was featured in Belk's Spring 2013 Southern Design Showcase, for which she created a capsule collection that was distributed nationally and store-wide. Pieces of Goff's inaugural collection are part of a curated exhibit at SCAD Hong Kong.

Johnson Hartig, Libertine



Johnson Hartig, the avant-garde wit behind the aptly named ready-to-wear line Libertine has keenly revamped vintage castoffs into contemporary, deconstructed, one-of-a-kind clothing, rife with graphics, adornment, and vibrant palette since the label's inception in 2000. The Los Angeles-based sartorial artist fuses a fun and freethinking spirit into classic styles, blurring the line between sophisticated and 'street'. Libertine's quirky and art-driven collections have

led to unique collaborations with all levels of enterprise: from Damien Hirst to Goyard to Target, making his designs accessible for broad and varying audiences. Early champions include Anna Wintour, Karl Lagerfeld, and John Galliano.

Christian Siriano



With roots in Baltimore, schooling in London, and rigorous training under industry legends Vivienne Westwood and Alexander McQueen, Christian Siriano quickly became a rising star in the fashion industry when, upon moving to New York City, he became the youngest winner of Bravo's "Project Runway." The prodigy-turned-top New York designer has been called 'the next great American fashion designer' and his designs have

been dubbed 'works of art'. Known for whimsical and show-stopping design, Siriano's Spring 2013 was his 10th ready-to-wear collection. Siriano's pieces are a red carpet staple and have appeared in *Vogue*, *Harpers Bazaar*, *ELLE*, *Marie Claire*, *InStyle*, among many more. Siriano is the youngest person to ever appear on Crain's 40 under 40 list.

CHARLESTON FASHION WEEK® SUCCESS STORIES —A PATHWAY TO NEW YORK!

DESIGNERS



Lindsey Carter

Lindsey Carter was selected as an Emerging Designer finalist for CFW 2009, with the debut collection from TROUBADOUR, which garnered praise from *Women's Wear Daily*, who named her a "Designer to Watch." The line has also been featured in *E! News*, *Daily Candy*, *Garden & Gun*, *Fashion Week Daily*, *WGSN*, and *Stylesight*. TROUBADOUR is currently available in high-end US boutiques and internationally in Japan and Beirut, Lebanon. Beginning Fall 2013, TROUBADOUR will also be carried online at the luxury retail giant, Neiman Marcus.



Gordana Gehlhausen

Self-trained designer and owner of San Diego-based Goga boutiques, Gordana Gehlhausen showcased her collection at CFW 2008. She was later selected and competed on Season 6 of *Project Runway*. Gordana came back to Charleston to debut her Fall 2010 collection during CFW 2010.



Charlotte Hess

Knitwear designer Charlotte Hess stole the crowd's hearts and the People's Choice Award before going on to be crowned the 2011 Emerging Designer Competition: East Winner. Charlotte has since opened a textile studio in Nantucket where she does knit-to-order pieces from her line and custom work. Her collection can be found at boutiques in Nantucket, MA; Palm Beach, FL; Burlington, VT; Auckland, New Zealand and Glasgow, Scotland.



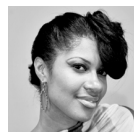
Mychael Knight

Mychael Knight made his first runway debut post-*Project Runway* at CFW 2010 with his collection "Carte Blanche." Since showing at CFW, Mychael's designs have been worn by Khloe Kardashian and Toni Braxton to name a few. 2011 marked Mychael's return to New York with his 2012 Lost World collection during New York Fashion Week. Mychael headed backstage during CFW's 2012 Spring Bridal Show to debut his first-ever collection of bridal gowns.



Jazsalyn McNeil

CFW 2013 Emerging Designer semifinalist Jazsalyn McNeil's presentation wowed more than just the crowd in Marion Square. McNeil was also a 2013 Belk Southern Designer Showcase winner, and her collection was sold storewide at Belk. Since CFW, Jazsalyn has embarked on a partnership with Lectra, the leading provider of integrated technology solutions that addresses the entire fashion collection process. McNeil will be designing two outfits to be used in a worldwide campaign featuring Lectra's technology. Over the past 40 years, Lectra has worked with some of the biggest names in fashion including Armani, Calvin Klein, Dior, Prada, and H&M.



Larika Page

Since winning CFW's Emerging Designer Competition in 2010, the Georgia native was named Atlanta Fashion Award's "Best Up and Coming Designer" for 2011 and has continued to grow her business and clientele. Larika showed her 2012 Spring collection during New York Fashion Week.



Marysia Dobrzanska Reeves

2009 Emerging Designer Winner Marysia Reeves' swimwear has been featured in the 2010 and 2011 *Sports Illustrated* Swimsuit editions, *Vogue*, *Coastal Living*, *Teen VOGUE*, and *WWD*. The Marysia SWIM collection has been picked up by BARNEY's New York, Anthropologie, and many other high-end boutiques across the country and internationally.



Carol Hannah Whitfield

After being named one of the finalists of CFW's first Emerging Designer Competition in 2008, Carol Hannah Whitfield went on to be selected and successfully compete as a finalist on Season 6 of *Project Runway*, showing her collection at NY Fashion Week. Carol Hannah launched her Spring 2011 Bridal Collection on the runway at CFW's 2010 Bridal Show. The collection is now available in select bridal salons across the country.

CHARLESTON FASHION WEEK® SUCCESS STORIES —A PATHWAY TO NEW YORK!

MODELS



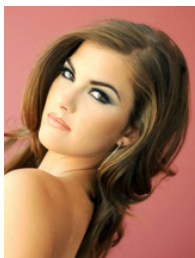
Caroline DeBruhl

Winner of the CFW **2010 Rock the Runway Competition**, Caroline DeBruhl, has since signed with IMG, the world's number one international model management firm.



Samuel Roberts

Winner of the CFW **2012 RTR Competition**, Samuel Roberts, has since transplanted to NYC to pursue modeling full time. Samuel has signed with Fusion Models NYC and has currently been placed with I LOVE Models Management in Milan. He walked in the Fall 2013 shows for Louis Vuitton, Hermes, Paul Smith, and Wooyoungmi during Fashion Weeks in Milan, Paris, and New York.



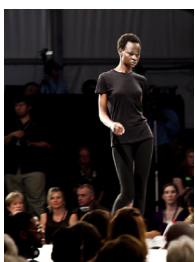
Phoebe Marie Guest

Following her stint at CFW **2010**, Phoebe Guest has walked at Mercedes-Benz Fashion Week Swim in Miami Beach and has signed an exclusive three-year contract with Ford Models.



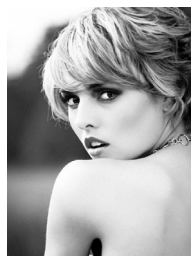
Chelsea Rollins

Chelsea Rollins landed a Top 10 finalist spot in the CFW **2010 Rock the Runway Competition** and has since walked for Alice + Olivia spring collection and other shows at NY Fashion Week.



Ajang Majok

Since being crowned the winner of the **2011 Rock the Runway Competition**, Ajang has been signed in New York City, walked for Oscar de la Renta resort, and was featured in the Gilt Groupe's online campaign.



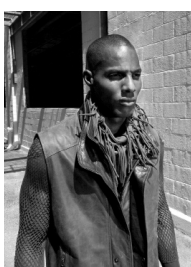
Megan Scott

Megan Scott has been signed in New York City by Ikon Model Management and appeared in the April 2011 issue of *Seventeen* magazine.



Molly O'Connell

Since walking in Charleston Fashion Week **2010**, 23-year-old Molly O'Connell went on to compete on CW's *"America's Next Top Model"*. The Charleston native finished up as the runner up in the prime time show and has relocated to New York to pursue modeling full time.



Antwuan Whitney

Winner of the **2010 Competition**, Antwuan appeared in *Charleston* magazine's fashion feature in September 2010. Most recently, he was signed in New York and will be moving there this summer to pursue his modeling career full time.

2013 LOOK BACK



BRIANNA STELLO

Featured Designer Christian Siriano and his Model Pre-Show



PAUL ZOELLER

Featured Designer Antonio Azzuolo during Finale Walk for his Spring/Summer 2013 Collection



JULIE ELIZABETH PHOTOGRAPHY

Rock the Runway Competition™ Winner Makenna Reeder's during White's x.r. presentation



GENE HO

Baker Motor Company Vehicle Display



LEIGH MOOSE/SIDEYARD STUDIOS

CFW 2013's Fashion Panel Elite including Nikki Polous, Cator Sparks, Ashanti, Fern Mallis, Brandon Sun, Sarah Parrott, Peter Davis, and Ayoka Lucas



LEIGH MOOSE/SIDEYARD STUDIOS

Fashion Panel Judges Ashanti and Peter Davis sit front row for the Saturday night runway shows



LEIGH MOOSE/SIDEYARD STUDIOS

Emerging Designer Semifinalist Lulu Long's Fall 2013 Collection

2013 LOOK BACK



CHRIS FRICK

Afryie Poku is Named Winner of the CFW 2013
 Emerging Designer Competition: East

BRIANNA STELLO



Style Lounge



ROBBIE SILVER PHOTOGRAPHY

Shopping in the Belk Tent



LEIGH MOOSE/SIDEYARD STUDIOS

Charleston magazine style director
 Ayoka Lucas with Robert Verdi



BRIANNA STELLO

2013 Charleston Fashion Week® Runway Tent



CHARLOTTE ELIZABETH PHOTOGRAPHER

Ayoka Lucas Awards James Hong the Male Winner of the
 Rock The Runway Model Competition™



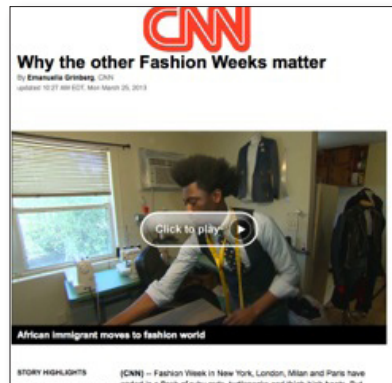
LEIGH MOOSE/SIDEYARD STUDIOS

2012 Emerging Designer winner Hannah Goff's
 Fall 2013 Collection

CFW COVERAGE

- *Huffington Post*
- CNN
- *Southern Living*
- The Daily Front Row
- Style.com
- The Post & Courier
- *Charleston Regional Business Journal*
- Regional ABC, NBC and CBS Affiliates

For entire listing of past coverage
& press releases visit:
www.charlestonfashionweek.com



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