

MARCH 19-23 / 2013

CHARLESTON FASHION WEEK®

www.charlestonfashionweek.com

PRESS KIT

PHOTO BY LEIGH MOOSE/ SIDE YARD STUDIOS

CHRIS BENZ collection
CFW 2012

ABOUT CFW

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 19-23rd, 2013 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 are still being finalized, but previous partners have included Center For Women, Lowcountry AIDS Services, and MUSC Childrens Hospital.



PHOTO BY PAUL ZOELLER

March 19-23 / 2013
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"
- Increase awareness and media impressions for sponsors, runway participants, and local retailers
- Increase economic development for the region's fashion, design, and retail communities

2012 CFW Attendance & Event Highlights:

- 7,500 event attendees
- CFW 2012 received more than 49 million media impressions
- Nightly sold-out events & chic after-parties throughout the city
- Over 500k visitors to www.charlestonfashionweek.com in 2012
- 376k unique visitors to www.charlestonfashionweek.com in March 2012
- 112 accredited media on-site for CFW 2012
- Reach of 2 million via Facebook week of CFW 2012
- Total economic impact of \$2.4 million

2013 Charleston Fashion Week® Events:

- **July/August 2012:** Emerging Designer Competition: East application process launches
- **Fall/Winter 2012:** Rock The Runway Model Competition Castings
- **December 2012:** CFW & Fashion Panel announces the Emerging Designer Competition: East "Top Design 20" Semifinalists
- **January 2013:** Emerging Designer "Top Design 20" Party
- **March 19-23, 2013:** Runway Shows
- **March 22, 2013:** Rock The Runway Model Competition
- **March 23, 2013:** *Charleston Weddings* magazine's Spring Bridal Show
- **March 23, 2013:** Emerging Designer Finals

2012 CFW STATS

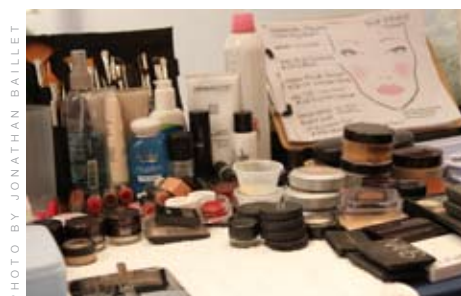
Attending Demographics*

- 7,500 attendees
- 88% female
- 66% college educated
- 30% graduate studies
- 70% made over \$150k per year, 30% made over \$200k
- Average age: 38
- 83% of out-of-town attendees came to Charleston just for CFW
- 63% of visitors reported staying in paid accommodations
- Average spend per visitor:
\$1,930 for non-resident and \$670 for resident
- 45% single, 55% married
- 56% are employed full-time and 13% are self-employed
- 7% full-time students
- Average attendee spent \$4.3k on fashion per year
- Total economic impact for 2012: \$2.4 million

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

2012 CFW Fun Facts:

- 21 hair stylists
- 20 makeup artists
- 230 tubes of lipstick
- 105 cans of hairspray
- 5,500 bobby pins
- 150 models
- 240 volunteers
- 165 Emerging Designer Competition: East applicants
- 10,392 bottles of smartwater
- 78k watts in lighting and 60k watts of sound



2012 SPONSORS

BACKSTAGE

BLUE LOUNGE SPONSOR: **smartwater**
smartwater

EMERGING DESIGNER COMPETITION: EAST PRESENTING SPONSOR:

Art Institute of Charleston



EXCLUSIVE AUTOMOTIVE SPONSOR:

Baker Motor Company & Porsche



POP-UP SHOP PRESENTING SPONSOR:

Tanger Outlets



STYLE LOUNGE PRESENTING SPONSOR:

The Shops at Charleston Place



SPRING BRIDAL SHOW PRESENTING SPONSOR:

Gathering Floral + Event Design



105.5 The Bridge
Apothic Wine
Benefitfocus
Charleston Area Convention & Visitor Bureau
Charleston Harbor Resort & Marina
Cos Bar of Charleston
Embassy Suites Historic Charleston
F22 Internet Solutions
Ferguson Bath, Kitchen & Lighting Gallery
Francis Marion Hotel
Gentleman Jack
Gosnell & Company
Grey Goose
inventivENVIRONMENTS

Jan-Pro Cleaning Services
Korbel
MyTV Charleston
Nature's Calling, Inc.
Paul Mitchell the School: Charleston
PDA Video
REEDS Jewelers
Renaissance Charleston Historic Distric Hotel
Snyder Bar
Snyder Event Rentals
TangerOutlets.com
TD Bank
Technical Event Company
Thomas Creek Brewery

CHARITY PARTNERS

Lowcountry AIDS Services
MUSC Children's Hospital

WHY CHARLESTON, SOUTH CAROLINA?

- *Travel + Leisure* voted Charleston as the second best-dressed city in America (2012)
- Charleston named No.10 in TripAdvisor's Top 15 U.S. Destinations on the Rise for 2012
- Conde Nast Top US City (2011)
- *Outside* magazine named Charleston No.6 Best Town Ever (2011)
- *Destination Weddings & Honey-moons* spotlighted the Charleston area as one of the best destination wedding locations in the country (2011)
- *Travel + Leisure* named Charleston "Most attractive" and "Friendliest" city for 2011
- *Travel + Leisure* named Charleston No.2 city in its World's Best Poll (2011)



TOURISM DEMOGRAPHICS

Top Origins of Visitors*

- 1) North Carolina
- 2) South Carolina
- 3) Florida
- 4) Georgia
- 5) Ohio
- 6) Tennessee

*Source: Charleston Area Convention & Visitors Bureau, 2010

WHY CFW?

- Fast becoming one of the largest and most recognized fashion weeks in the country
- Recognized by global media as a top event for South Carolina
- Charleston Fashion Week® 2012 had more than 49 million media impressions
- Brand affiliation with high-end social event & one-on-one interaction and product sampling with event attendees
- A true multimedia event, Charleston Fashion Week® 2012 was supported through TV, radio, print, web, marketing collateral, and event attendance

"Bringing fashion into the center of the cultural storm going on here just adds another great element and a reason for the citizens of Charleston to turn out in their finest."

— *Elle* magazine Fashion News Director
Anne Slowey



RUTA ELVIKYTES



KARSON PHOTOGRAPHY

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.



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 just to name a few. Last September 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.



Nancy Faw Crowell

CFW 2012 Emerging Designer semifinalist Nancy Faw Crowell wowed the crowd with her vintage circus inspired collection & won the "People's Choice" award. Crowell has since been named as a Finalist in the Belk Southern Designer Challenge, where if selected as a Showcase Winner, her collection will be sold in select Belk stores and online at Belk.com.



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.



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.



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.



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.



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.



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 now will be relocating to New York to pursue modeling full time.



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.



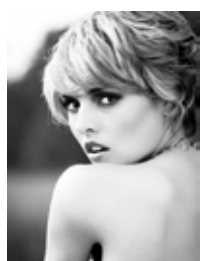
Chelsea Rollins

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.



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.

CHARLESTON FASHION WEEK® -FEATURED DESIGNERS

2012



Emily Barger



Mychael Knight



Chris Benz



**NBC's Series "Fashion Star"
designers Sarah Parrott,
Luciana Scarabello, and
Nikki Poulos**



Rachel Gordon



Faith Thornburg



Charlotte Hess
CFW 2011's Emerging Designer Competition Winner



Michael Wiernicki

2011



Barbara Beach



Hunter Dixon



Heidi Elnora



April Johnston



Larika Page
CFW 2010's Emerging Designer Competition Winner



Jamie Lin Snider



TROUBADOUR



David Yoo

2012 LOOK BACK



RUTA ELVIKYTE

Models Backstage in the Smartwater Blue Lounge



PAUL ZOELLER

NBC Series "Fashion Star" designers Sarah Parrott, Nikki Poulos, and Luciana Scarabello



LEIGH MOOSE/ SIDE YARD STUDIOS

Featured Designer Rachel Gordon's Finale Dress with Skirt of Moss, Ferns, and Orchids



PAUL ZOELLER

McKenzie Eddie performs during CFW



PAUL ZOELLER

Art Institute President Rick Jerue Awards Hannah Goff the Winner of the CFW 2012 Emerging Designer Competition: East



PAUL ZOELLER

Fashion Panel Judges K. Cooper Ray, Fern Mallis, and Chris Benz sit front row for the Saturday night runway shows



LEIGH MOOSE/SIDE YARD STUDIOS

Emerging Designer Semifinalist Nancy Faw Crowell's Fall 2012 Collection

2012 LOOK BACK



JONATHAN BALLIET

Featured Designer Chris Benz Dressing Models Pre-Show



LEIGH MOOSE/SIDE YARD STUDIOS

Style Lounge



LEIGH MOOSE/SIDE YARD STUDIOS

Shopping in the Pop-Up Tent



PAUL ZOELLER

Charleston Magazine Style Director Ayoka Lucas with Vanessa Lachey



RUTA ELVIKYTE

2012 Charleston Fashion Week® Runway Tent



KARSON PHOTOGRAPHY

Cynthia Bailey with the Rock The Runway Model Competition Winners Nikki Jansen and Samuel Roberts



PAUL ZOELLER

2011 Emerging Designer winner Charlotte Hess during Finale Walk for her Fall 2012 Collection

CFW COVERAGE

- ELLE.com
- Daily Fashionista
- Fashion Wire Press
- The Daily Front Row
- Southern Living's "Tales From the Road"
- Delta Sky Magazine
- Red Bulletin
- 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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