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**SOUTHEAST EMERGING DESIGNERS...START YOUR ENGINES!**

*Charleston Fashion Week® Now Accepting Applications For The 2010 Emerging Designer Competition*

(September 8, 2009) Charleston, SC – Charleston Fashion Week®, owned and produced by *Charleston* magazine, recently announced that it is accepting online applications for the 2010 Emerging Designer Competition: Southeast and has opened the competition up to include South Carolina, Georgia, North Carolina, Florida, Kentucky, Tennessee and Virginia.

In only its third year, the five-day-long festival has captured the attention of the fashion industry and put Charleston, South Carolina, on the map as a competitive market for emerging artist and designers. Set in the heart of the historic city March 16-20<sup>th</sup>, Charleston Fashion Week® is encouraging all up-and-coming regional designers to apply soon. With former contestants launching their own lines and being featured by national press, the catwalk of the CFW may be just the springboard young designers need to jumpstart their careers.

*Charleston* magazine style editor and CFW creative director, Ayoka Lucas anticipates an increase of applications due to the recent coverage of two former Charlestonians appearing on Lifetime's *Project Runway*. "We are thrilled that several of our former finalists were interviewed for the show and two have been selected to compete. It only reiterates the quality of artist that are coming from this area. We are pleased to open the field up to several more states in 2010 and look forward to seeing what the Southeast has to offer."

Sponsored by the Art Institute of Charleston the 2010 Emerging Designer Competition: Southeast will allow eight designers the opportunity to showcase their lines to a panel of celebrity judges. Success stories to include 2009 winner Marysia Reeves, 2008 Emerging Designer Finalist and *Project Runway* contestant Carol Hannah Whitfield, and 2008 Finalist and 2009 Judge Ashley Reid, While the motivation of the competition is to showcase regional talent, one winner will walk away with a number of prizes to include; a free runway show at the CFW 2011, a booth at the AmericasMart® Atlanta Apparel Market 2010, a \$15,000 website from F22 Design, and a \$1,000 cash prize. For aspiring Southeast designers, it is time to dust off the sketch pads, start up the sewing machines, and apply online at [www.charlestonfashionweek.com](http://www.charlestonfashionweek.com).

Conceived in 2007, Charleston Fashion Week® now produces more than 30 runway shows, houses over 5,000 attendees, and hosts a number of chic after-parties. Named a Top 20 Event for March by the Southeast Tourism Society, the five-day event celebrating fashion, will also feature a Style Lounge, the Catwalk for Kids auction and luncheon, the Stiletto Stampede and the Bridal Couture Show.

For more information on Charleston Fashion Week® or to apply online to the 2010 Emerging Designer Competition: Southeast visit [www.charlestonfashionweek.com](http://www.charlestonfashionweek.com).

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