

FOR IMMEDIATE RELEASE

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TICKETS FOR THE HIGHLY ANTICIPATED 2010 CHARLESTON FASHION WEEK® NOW AVAILABLE!

*More than 30 Runway Shows, Live Entertainment, Celebrity Designers, & Rock The Runway Modeling Competition....
GLAM ROCKS for 2010 Charleston Fashion Week!*

(January 19, 2010) Charleston, SC - After months of anticipation and planning, Charleston Fashion Week® proudly announces the schedule of events and runway show participants for the fourth annual event "Glam Rocks!" March 16-20, 2010. Hailed by industry leaders as the next Bryant Park, *Charleston* magazine has confirmed that among the list of this year's highlights, *Project Runway's* finalist Carol Hannah Whitfield and Mychael Knight will both be debuting collections. Other CFW alum, featured designers, and celebrity judges to return to the tents in Marion Square this spring include: designer Cynthia Rowley, ELLE magazine's Fashion News Director, Anne Slowey, *Project Runway's* Gordana Gehlhausen, and 2009 Emerging Designer Competition winner Marysia Reeves, whose Spring/Summer 2010 line has been picked up by Urban Outfitters and Anthropologie.

The premier fashion event tucked in historic Charleston, SC, will also include the 1st annual *Rock the Runway* competition in which the top models will strut their stuff to win a fashion spread, modeling contract, and the opportunity to appear before the top modeling scouts in the country. With a cast of celebrity designers in attendance, live entertainment, chic after parties, on-site shopping in the Style Lounge, more than 30 retail runway shows, plus an afternoon of Bridal Couture, Charleston Fashion Week® is ready to prove why "Glam Rocks!" for 2010. Charitable partners for the week long fashion extravaganza proudly include: MUSC Children's Hospital, The Center for Women, and Lowcountry AIDS Services. To catch all the action and drama of the Emerging Designer Competition LIVE, and check out the latest looks in stores for spring 2010 visit www.charlestonfashionweek.com and purchase your tickets soon. Named a *Top 20 Event for March* by the Southeast Tourism Society, a guaranteed seat at this event could possibly be one hottest tickets of the year!

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About Charleston Fashion Week®

The fourth annual Charleston Fashion Week®, owned and produced by Charleston magazine, is a five-night celebration of the region's retail and design community. Held March 16-20, 2010 in the historic city of Charleston, SC, CFW will feature more than 30 runway shows, the Emerging Designer Competition, sponsored by the Art Institute of Charleston, and a number of chic after-parties. Named a Top 20 Event for March by the Southeast Tourism Society, this premiere event will also feature the Style Lounge, the Catwalk for Kids auction and luncheon, Rock The Runway Model Competition, the Stiletto Stampede, and the Bridal Couture Show, featuring Project Runway finalist Carol Hannah Whitfield. Charitable partners for 2010 include MUSC Children's Hospital, The Center For Women, and the Lowcountry AIDS Services. For more information on Charleston Fashion Week®, to review the schedule of events or to apply for industry passes visit www.charlestonfashionweek.com.

2010 CHARLESTON FASHION WEEK

Marion Square, Charleston, SC
March 16-20, 2010

2010 Emerging Designers:

Barbara Beach, Julia Faye Davison, Chelsie Ravenell, Anna Lassiter, Jamie Lin Snider, Larika Page, Hannalei Taylor, Uriel Zamora

2010 Featured Designers:

Carol Hannah Whitfield, Mychael Knight, Marysia Reeves, Mary Porter, and Ashley Reid,

2010 Charleston Fashion Week Judges:

Anne Slowey, Mychael Knight, Carol Hannah Whitfield, Cynthia Rowley, Elysa Lazar, Ayoka Lucas, Gordana Gehlhausen, and Ashley Reid,

Event Times:

March 16-19th - Doors open at 6 pm Tuesday-Friday and first show will be at 7:15 pm.

March 20th - Bridal Couture, doors open at 11 am and first show will be 12 pm

March 20th - Fashion Finale, doors open at 7pm

Ticket Pricing:

\$235 CFW Weekly Pass

\$45 Tuesday-Thursday

\$50 Friday

\$45 Saturday Bridal Couture

\$100 Fashion Finale

Retail Runway:

Monkee's of Daniel Island, Banana Republic, Sucker Jeans LLC, Thera M, House of Sage, Palm Avenue
Eden Boheme, Tommy Bahama, Copper Penny, Hampden Clothing, Seeking Indigo, Pearl, Teal, a swanky boutique
BITON, LaRoque Studio Boutique, V2V, Gwyn's of Mt. Pleasant

Bridal Couture Show to Include:

WHITE, Belle Couture Bridal, BELLA VISTA BRIDAL-CHARLESTON, Maddison Row, Bella Bridesmaid, LulaKate

Style Lounge Participants to Include:

Allison Abney Handbags, byrd's beads, Cavortress, Dixie Dunbar Studio Original Jewelry, Ecolibrio, Esther Jean
JK: Jewelry by Katie, Kelly Wenner Designs, Leslie Willis Jewelry, Melissa Gray Design, MEL BOTERI, Mj millinery
Nicholas Lane Jewelry, Katie Davis Jewelry, The Shoe Fairy, Susan Hauser Designs, Taashki LLC, Van H. Library:
Archives of Fashion

Weekly Style Lounge Participants:

Lella Foster Designs, The Scarlet Poppy, Theodosia, Stella Nova,

2010 Charitable Partners:

MUSC Children's Hospital, Center for Women, and Lowcountry AIDS Service

Website:

www.charlestonfashionweek.com

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