

FOR IMMEDIATE RELEASE

Media Contact:
Vail Duggan
Public Relations, Charleston Fashion Week
Mobile: (843) 437-5975, vail@louluaagency.com



CHARLESTON FASHION WEEK® HOLDS CASTING CALL FOR 2010 MODEL COMPETITION

Open Casting Call For 2010 Charleston Fashion Week® Scheduled For November 14th, 2009

(November 12, 2009) Charleston, SC - Charleston Fashion Week® and organizers for the "Rock The Runway" Model Search and Competition have announced that in addition to accepting applicants online, they will hold an open casting this Saturday, November 14th for the premiere fashion event.

The five-night event that has help launch the careers of numerous young designers and been featured on *Project Runway*, will showcase undiscovered talent during the "Rock The Runway" Model Competition set for March 18th. Undiscovered models who were not able to apply online can still come this Saturday, November 14th to the open casting from 1-2 pm at the Art Institute of Charleston located at 24 N. Market Street at corner of East Bay, downtown Charleston.

If under 18, applicants must have guardian present to sign release form. Females must be at least 5'7" and males must be at least 5'10" to qualify and height will be confirmed at the casting call. There will be a \$5 non-refundable processing fee due at the casting call. Cash will be the only form of payment accepted.

Dress attire for the casting call is casual. Women should wear form-fitting clothes; little to no makeup, with hair pulled back and MUST have heels to walk in. Men should wear fitted jeans and a fitted t-shirt, with hair away from their face.

For more information and further details for the Charleston Fashion Week® open casting call, visit www.charlestonfashionweek.com.

####

The fourth annual Charleston Fashion Week®, owned and produced by Charleston magazine, is a five-night celebration of the region's flourishing 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: Southeast, and a number of chic after-parties. Named a Top 20 Event for March by the Southeast Tourism Society, the event will also feature the Style Lounge, the Catwalk for Kids auction and luncheon, the Stiletto Stampede, and the Bridal Couture Show. Visit www.charlestonfashionweek.com for up-to-the-minute event information, designers, tickets, sponsors, and schedule of events.