

FOR IMMEDIATE RELEASE

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



“ROCK THE RUNWAY” JOINS THE ROSTER OF 2010 CHARLESTON FASHION WEEK® EVENTS

Charleston Fashion Week® Announces “Rock The Runway” Model Competition For 2010!

(October 7, 2009) Charleston, SC - Charleston Fashion Week®, known for showcasing fashion and emerging Southeast designers, has now added a Model Competition to the 2010 roster of events scheduled for March 16-20th.

The premiere Southeast event, that has helped launch the careers of numerous young designers and been featured on *Project Runway*, will showcase undiscovered talent during the “Rock The Runway” Model Competition. Semifinalists and finalists selected from a series of model casting calls in 2009 will eventually walk on Thursday, March 18th for a panel of judges including IMG Models original scout and agent, MODELSCOUT Inc owner, and former FORD model Ward Cottrell. The 10 competing finalists will be judged on walk, appearance, and personality.

Charleston Fashion Week® creative director Ayoka Lucas sees the Model Competition as an organic fit to the 2010 lineup. “Last year we saw more than 800 aspiring models from all over the Southeast for the model casting. We view this competition as a unique opportunity to showcase undiscovered talent and as a natural evolution of Charleston Fashion Week®. With the top models participating in as many as 10 shows in five days, we felt that it was important to recognize their talent and hard work through “Rock The Runway.”

After the “Rock The Runway” Competition on Thursday, March 18th, one model will walk away with the Grand Prize, including an all expense paid photo shoot with composite cards from MODELSCOUT Inc., a fashion spread in *Charleston* magazine or other Gulfstream publication, a two-night trip to Las Vegas plus airfare, and a \$1,000 cash prize.

All applications for the 2010 “Rock The Runway” Model Competition are due by 11:00p.m (EST) on Friday, October 30, 2009. For more information about Charleston Fashion Week®, detailed competition requirements, or to apply online 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.

###