

## FOR IMMEDIATE RELEASE

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### CHARLESTON FASHION WEEK® RELEASES 2011 EMERGING DESIGNER COMPETITION GRAND PRIZE DETAILS

*For The Semifinalist of the CFW Emerging Designer Competition There Is More Than Just A Title On The Line For 2011!*

(August 31, 2010) Charleston, SC - Organizers of the fifth annual Charleston Fashion Week® are proud to announce Grand Prize details for the recently expanded 2011 Emerging Designer Competition: East. Semifinalists selected to debut their Fall collections March 22-26<sup>th</sup> will compete for the chance to win a prize package valued at more than \$30,000 to include; a \$20,000 website from F22 Designs, a free runway show in Charleston Fashion Week® 2012, a booth at the AmericasMart® Atlanta Apparel Market 2011, \$2,500 in promotional and branding materials and services from Vapor Apparel, one piece of the winning designers choice will be featured on Runway Passports Online Boutique, plus a \$5,000 cash prize. The five-night celebration that has helped launch the careers of numerous designers is now offering the 2011 Emerging Designer Competition: East winner the ultimate package to help them market, distribute, and promote their collection. The People's Choice winner will receive a Bernina 330 sewing machine, valued at \$1,400 compliments of Fashion Fabrics.

Former Emerging Designer Competition winner, Marysia Dobrzanska Reeves whose swimwear/resort line MARYSIA now graces the pages of VOGUE and ELLE, and most recently has been picked up by BARNEY's, acknowledges the competition as a catalyst in her success, "Winning and being part of the Charleston Fashion Week® 2009 Emerging Designer Competition was an important springboard for my career. The experience of getting a collection ready for the runway, as well as producing a show was instrumental in preparing me for and giving me confidence to present during Mercedes Benz Fashion Week."

The springtime fashion event will showcase collections from 16 aspiring designers selected to compete during the Emerging Designer Competition: East, as well as the 2011 Spring Bridal Show, Rock The Runway Model Competition, chic after parties and more than 20 retail shows. For more information about Charleston Fashion Week® or to apply online for the Emerging Designer Competition: East visit [www.charlestonfashionweek.com](http://www.charlestonfashionweek.com). Deadline for submission is 11:00pm EST on Friday, October 15, 2010.

#### **About Charleston Fashion Week®**

Showcasing fashion designers, retailers, and models, Charleston Fashion Week® has fast become one of the premier fashion weeks in North America. Held March 22-26, 2011 under the tents in Marion Square in Charleston, SC, this five-night celebration will feature more than 30 runway shows, the Spring Bridal Show, Emerging Designer Competition: East, and Rock the Runway Model Competition. Named a Top 20 Event for March by the Southeast Tourism Society, this true multimedia event presents high-end runway shows, interactive entertainment, chic after-parties, and press events. Charitable partners for 2011 include Catwalk For Kids, The Center For Women, and Lowcountry AIDS Services. For more information on the fifth annual Charleston Fashion Week, including images, logos or to register for media credentials visit [www.charlestonfashionweek.com](http://www.charlestonfashionweek.com).