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THE ART INSTITUTE OF CHARLESTON PROUDLY RETURNS AS TITLE SPONSOR OF CHARLESTON FASHION WEEK®

Ai Charleston Returns To The Tents In Marion Square As Title Sponsor Of The 2010 Charleston Fashion Week®

(February 22, 2010) Charleston, SC – In addition to being the presenting sponsor of the 2010 Emerging Designer Competition: Southeast, The Art Institute of Charleston will return to the tents of Marion Square for the second year as the title sponsor of Charleston Fashion Week®. Set for March 16-20, the highly anticipated five-night multimedia event celebrates the regions flourishing design and retail communities. The alliance has proven to be a successful formula, offering students a firsthand perspective and experience with a premier fashion event, in conjunction to providing regional emerging talent a platform to showcase their lines. Returning to the tents this spring are designers and alumni of The Art Institute of Charleston's Emerging Designer Competition, Ashley Reid, Carol Hannah Whitfield, and Marysia Reeves, all of whom have gone on to produce lines, inspire others to follow their passion, and achieved national and international acclaim.

This will be the second year The Art Institute of Charleston has sponsored the event and second year as the naming sponsor. "This fashion extravaganza, now internationally recognized and acclaimed, is great for Charleston and its thriving fashion community," says Art Institute of Charleston President Rick Jerue. "As Emerging Designer sponsor and now naming sponsor, we think this relationship is an organic fit, complementing our fashion and retail management program here at The Art Institute of Charleston."

Charleston, SC Mayor Riley agrees, "The partnership of these local businesses is great for local artists and area retailers. Charleston Fashion Week has become a regional draw for those with an interest in fashion and is also a great opportunity for the Art Institute to showcase their programs. It is a great springtime event for the city and we look forward to another great Charleston Fashion Week."

For more information about the various degree programs offered locally at The Art Institute of Charleston visit www.artinstitutes.edu/charleston. To catch all the action and excitement under the tents in Marion Square during the 2010 Charleston Fashion Week®, presented by The Art Institute of Charleston, purchase your tickets by visiting www.charlestonfashionweek.com. With a cast of celebrity designers in attendance, emerging designers on the runway, and live entertainment and shopping onsite, you don't want be fashionably late to purchase this ticket!"

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About Art Institute of Charleston

*The Art Institute of Charleston, a branch of The Art Institute of Atlanta, is one of 45 Art Institutes throughout North America, and is centrally located in downtown Charleston with the main campus at 24 North Market Street and a satellite campus at Fountain Walk on Charleston's harbor front at 360 Concord Street. The college offers degree programs in Culinary Arts; Wine, Spirits & Beverage Management. Graphic Design; Interior Design; Web Design & Interactive Media; Photographic Imaging; Fashion & Retail Management and Digital Filmmaking & Video Production. For more information visit www.artinstitutes.edu/charleston. *Wine, Spirits & Beverage Management Participation in the program for those under 21 years of age will be conducted in accord with state law regarding the possession and consumption of alcoholic beverages.*

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: Southeast sponsored by the Ai 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, Center For Women, and Lowcountry AIDS Services. For more information on Charleston Fashion Week, to review the schedule of events, or to apply for industry credentials visit www.charlestonfashionweek.com.