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CHARLESTON FASHION WEEK® EXPANDS 2011 EMERGING DESIGNER COMPETITION BEYOND THE SOUTHEAST

Charleston Fashion Week® Now Accepting Online Applications For The 2011 Emerging Designer Competition: East

(July 21, 2010) Charleston, SC - Accredited with launching the careers of regional fashion designers and models, Charleston Fashion Week® is proud to announce it will be expanding the 2011 Emerging Designer Competition to include applicants from beyond the Southeast. The five-night celebration of the region's fashion and design communities scheduled for March 22-26, 2011 is now welcoming online submissions from residents of Alabama, Connecticut, Delaware, District of Columbia, Florida, Georgia, Kentucky, Maine, Maryland, Massachusetts, New Jersey, New York, North Carolina, South Carolina, Ohio, Pennsylvania, Rhode Island, Tennessee, Vermont, Virginia, and West Virginia for the highly successful designer competition.

Organizers of the fifth annual Charleston Fashion Week® have expanded the criteria for submissions to further advance the successful competition and double the number of semifinalists accepted to debut their fall collections. Pioneering this change, CFW Creative Director Ayoka Lucas adds, "This was an organic decision that will inevitably enhance the quality of collections shown and increase media attention for the 2011 semifinalists."

The 2011 Emerging Designer Competition: East will showcase fall collections from 16 aspiring designers throughout the five-night event. A panel of fashion experts will pick a nightly winner to move on to Saturday's finals and the chance to walk away with a prize package to include: a free runway show during CFW 2012, a \$20,000 website from F22 Designs, and a cash prize. Further details regarding the 2011 prize package will be announced later this summer. Past judges of the CFW Emerging Designer Competition include *Elle* magazine's Anne Slowey; designers Cynthia Rowley, Mychael Knight, Carol Hannah Whitfield, and Logan Neitzel; and former Lacoste CEO Bob Siegel.

Former Charleston Fashion Week® Emerging Designer Competition contestants include 2009 winner and swimwear/resort designer Marysia Reeves; 2008 finalist and *Project Runway* participant Carol Hannah Whitfield; and 2010 winner Larika Page. For aspiring fashion designers, it is time to dust off the sketch pads, start up the sewing machines, and apply online by visiting www.charlestonfashionweek.com. Deadline for submission is 11:00pm EST on Friday, October 1, 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 MUSC Children's Hospital, The Center For Women, and Lowcountry AIDS Services. For more information on the fifth annual Charleston Fashion Week visit www.charlestonfashionweek.com.