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Marysia Reeves Takes Emerging Designer Title

Cynthia Rowley Announces Winner during Charleston Fashion Week Finale Gala

April 1, 2009 – **Charleston, South Carolina** – *Charleston* magazine is pleased to announce Marysia Reeves as the winner of Charleston Fashion Week's 2009 Emerging Designer Competition: Southeast. Celebrity judges sat front row during the shows on Saturday, March 28th in Marion Square as three designers presented their spring collections before an audience of more than 500. Judges included accessories designer Mary Norton, Emmy Award-winning costume designer Dana Campbell, Lacoste CEO Bob Siegel, *Project Runway's* Mychael Knight, and *Charleston* magazine style editor Ayoka Lucas.

Reeves' **marysia CHARLESTON** ballerina-meets-punk collection of swimwear, beach cover-ups and dresses earned endorsements from the judges and a standing ovation from the enthusiastic crowd. Her prize, a \$1,000 check courtesy of the Art Institute of Charleston, a booth at AmericasMart® Atlanta Apparel Market in August and a runway show at Charleston Fashion Week 2010, was awarded by internationally-renowned designer Cynthia Rowley along with presenting sponsor, the Art Institute of Charleston.

The two other finalists were Alena Fede, who showed a strong and structured, yet feminine and romantic collection named Fede Grada, and Lindsey Carter, who debuted her Troubadour line inspired by a fusion of New York City downtown punk and uptown elegance.

Charleston magazine's Charleston Fashion Week (CFW) is a five-night celebration of the city's flourishing retail and design community featuring runway shows from local retailers, the Bridal Couture Show, and the debut of emerging regional designers. With more than 100 designers presented, chic after-parties, and a portion of the proceeds benefiting the Charleston chapter of Dress for Success and the Medical University of South Carolina's (MUSC) Children's Hospital, CFW is the "haute"-est event of the season. CFW 2009 has been named as one of The Southeast Tourism Society's Top 20 Events in March 2009 and received Folio magazine's FAME award for the 2008 event. Visit www.charlestonfashionweek.com for more information.

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