



CONTACT: Jackie T. Thomson
(843) 579-0500
jtyler@leapfrogprco.com

CONTACT: Paige Crone
(843) 343-1223
pccrone@aii.edu

The Art Institute of Charleston Presents Charleston Fashion Week and Launches Fashion Your Future Scholarship

March 18, 2009 – **Charleston, SC** – The Art Institute of Charleston announces that it is the naming sponsor of this year's Charleston Fashion Week event. The school will launch the "Fashion Your Future" scholarship at *Charleston* magazine's third annual Charleston Fashion Week (CFW). Up-and-coming Fashion and Retail Management majors are encouraged to enter the competition by creating either a fictional fashion event or retail store. Applicants must craft their marketing plan by June 1st for a chance to win a \$22,000 scholarship for the 2009-2010 academic year.

"Launching the 'Fashion Your Future' scholarship competition during Charleston Fashion Week is a wonderful way to attract the region's future fashion leaders during one of the city's most exciting events," says Art Institute President Richard Jerue. "CFW has supported young design talent with its Emerging Designer Competition: Southeast, and we hope to do the same for fashion merchandisers and marketers with the 'Fashion Your Future' scholarship." Jerue adds, "We are thrilled to be this year's presenting sponsor for Charleston magazine's Charleston Fashion Week, as we continue our sponsorship of the Emerging Designer Competition again this year. It is a perfect fit with The Art Institute's commitment to developing tomorrow's fashion industry forerunners."

Applications and award criteria can be found online at www.artinstitutes.edu/charleston. The deadline for submissions is June 1, 2009. The rigorous judging process is administered by an esteemed panel of industry experts, including representatives of Charleston magazine and faculty of The Art Institute of Charleston. The winner will be announced by June 15, 2009, in time for the school's July matriculation.

About The Art Institute of Charleston

Founded in 2007, The Art Institute of Charleston is a branch campus of The Art Institute of Atlanta, which has a long tradition of preparing students for careers by providing a challenging educational environment that responds to changing technologies and the needs of the marketplace. The Art Institute of Charleston is building on this proud tradition of commitment to students and to providing the creative and technical skills demanded by today's employers. The school offers a Bachelors of Arts degree in Fashion and Retail Management taught by skilled professors with industry experience and designed to include courses in drawing and design, fashion history, sales and marketing. Because of the school's unique location in downtown Charleston, students have the opportunity to make valuable contacts with professionals in the field through local organizations, events, boutiques and valuable internships opportunities.

- continued -

The Charleston campus also offers both associate's and bachelor's degrees (depending on the area of study) in culinary arts, wine, spirits & beverage, graphic design, interior design, web design & interactive media, photographic imaging and digital filmmaking & video production.

The Art Institute of Charleston is one of The Art Institutes (www.artinstitutes.edu), a system of over 40 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

About Charleston Fashion Week

The third annual Charleston magazine's Charleston Fashion Week 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 nearly 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, this year's Charleston Fashion Week will be 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 and will be held March 24-28 under the tents in Marion Square in downtown Charleston. Visit www.charlestonfashionweek.com for more information on the designers, schedule of events, sponsors, tickets, and more.

###