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Charleston Magazine Announces Window Dressing Competition · *Windows to Showcase Creative Displays in Celebration of Charleston Fashion Week* ·

March 5, 2009 – **Charleston, SC** – Charleston’s third annual Fashion Week (CFW) is quickly turning March into “Fashion Month” around town with celebrations and events on the runway and off. The event’s organizers are pleased to announce the addition of the “**Window Dressing Competition**” which urges storeowners on King Street as well as adjacent neighborhoods to let their creativity shine by utilizing CFW posters in inventive window displays. “We are pleased to include area retailers who are excited to participate in Fashion Week and to highlight all of our city’s impressive retail community,” says Mister Lister Johnson of *Charleston* magazine.

Posters will be available to shopkeepers on Wednesday, March 4th and participating stores will have until March 16th to complete the windows for the judging. *Charleston* magazine style editor and CFW creative director Ayoka Lucas and editor-in-chief Darcy Shankland will join celebrity judges from radio and print media – like Bryce Donovan of *The Post and Courier* and Ryan Nelson from *Lowcountry Live* - to determine the winner on Tuesday, March 17th. Judges will make their selections based on originality, presentation, and the ability to creatively and effectively promote CFW '09. The First Prize Winner will receive two (2) week-long tickets to Charleston Fashion Week and one (1) full-page advertisement in *Charleston* magazine. Second place will receive two (2) tickets to two (2) nights of CFW; third will receive two (2) tickets to one night of CFW. All winners will receive a feature article on the following King Street websites:

- www.upperkingdesigndistrict.com
- www.kingstreetfashiondistrict.com
- www.kingstreetantiquedistrict.com
- www.shopkingstreetcharleston.com

Don't forget to vote for the “People’s Choice Award” online at www.charlestonfashionweek.com before March 16th to help your favorite window win two (2) tickets to one night of CFW.

For questions, please call Misty Lister Johnson at 971-9811 x 330 or email misty@charlestonmag.com. Applications can be downloaded online at www.charlestonfashionweek.com.

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.