

3rd Annual Charlotte NC Fashion Week Returns with New Venue, Theme, and Broad Spectrum of Emerging Talent

For Immediate Release

Charlotte, NC—August 5, 2010—Charlotte North Carolina Fashion Week (CNCFW) will return to the Queen City September 23-25, 2010 with a new venue, cutting-edge theme, and all new roster of local, national, and international designers. PLITZS Fashion Marketing, producers of the city's premier three-day fashion event, is set to host its third annual event at Bank of America Urban Garden (1 Bank of America Center) and Founders Hall, located at 100 N. Tryon St. in the heart of Uptown Charlotte.

CNCFW 2010 will be the event's largest showcase yet, with 18 designers and boutiques, and popular local personalities like Debra Kennedy (Elevate Lifestyle Magazine Fashion Editor and Host of "The Debra Kennedy Show"), Anna Kooiman (Fox News Rising co-host) and Erica Bryant (WSOC-TV news anchor) who are set to host this year's event on Thursday, Friday, and Saturday nights respectively. While CNCFW will continue to place an emphasis on serving as a platform for local and regional emerging designers, this year's event is already proving to generate tourism to the city, attracting participants from across the country (Tampa, Florida-based Green Label Designs) and for the second year, international designers from across the globe (Chinon, France-based Haute Couture line, Jen Jessica S. Designs). Other designers set to participate include: Foxx Skynz (NC), Gini by Elizabeth (NC), Odelia House of Style (NC), Republic Rogue by Kristi Stewart (NC), Sacchi Designs (NC), Audrey and Grace (GA), Alana B. Couture (SC), Kotani Rae (NC), Bill Evans Designs (NC), MEI Fashion (VA), Sam Randolph (NYC), and Aldero by Adrina (NC).

The theme for this year is titled *City Confidential: the Fashion Chronicles*. "City Confidential will highlight the city's growth and budding fashion scene and those within the community who have helped shape the city's growth in the areas of fashion, art, culture and entertainment," said CNCFW Director, Anthony Simons.

During the day, the event will include networking opportunities, vendor fairs, workshops featuring local boutiques, and educational resources for fashion industry professionals and enthusiasts, while the main event will take place in the evenings with VIP red carpet receptions and runway shows from this year's featured designers.

Continuing along the lines of charitable giving, this year CNCFW will donate a portion of its proceeds to the Make-A-Wish Foundation of Central and Western NC with the hope of granting a wish for a terminally ill child with proceeds from the three day event. "This is an incredible organization that makes the dreams of so many terminally ill children become a reality and we want to be part of helping to make those dreams come true," said Mr. Simons. The first fundraiser for the charity was held on July 9th at Suite Nightclub in Charlotte's EpiCentre, where retailer Banana Republic hosted a fashion show and after party for the organization.

Sponsor and media support for CNCFW 2010 is provided by: CharlottesGotAlot.com, Uptown Charlotte Magazine, Elevate Magazine, CarolinaNightlife.com, Fox News Charlotte, Sotac Magazine, Tequila Magazine, Carol's Daughter, Celebrity Power Magazine, MAC Cosmetics, Varji & Varji Salon and Spa, Tea and Honey Blends, William Wilson Clothing – Official Clothier of CNCFW, Manny-Mac Productions and Velocity Sports.

Ticket prices for the event are \$35 general admission, \$70 VIP and \$195 for a three-day VIP experience. For additional information on becoming a vendor, sponsor, designer or model, or to purchase tickets, please visit Charlotte NC Fashion Week's official website at www.charlottencfashionweek.com.

About Charlotte NC Fashion Week: Charlotte NC Fashion Week was established in 2008 as a way for emerging designers to reach a broader audience of consumers, style experts, boutique buyers, and the media. Taking place at Uptown's Blake Hotel in 2008 and the Mint Museum of Art in 2009, the annual event attracts over 1500 people from across the nation to the Charlotte area each year, and provides opportunities for over 50 volunteers and interns in an effort to support and illuminate the city's expansion of fashion, art and culture. Recognizing the rapid changes in today's economy, CNCFW provides a way for those in the fashion, retail and beauty industries to remain relevant by providing them with an upscale, yet affordable way to promote their products and businesses on a local and national level.

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