

PHOENIX FASHION WEEK

Bridging Designers and Buyers.

FACT SHEET

OVERVIEW

The 5th Annual Phoenix Fashion Week is the leading fashion industry event in Arizona. Our Mission is to bridge national and international designers with retailers, boutiques, fashionistas, and the fashion media throughout the world. The 3 day fashion event will be showcasing Holiday 2009 and Spring 2010 collections with 36 designer runway shows, numerous trunk sales, statewide retail events, and trade show.

Phoenix Fashion Week is dedicated to developing the Arizona fashion industry through educational seminars and workshops year round, while benefiting Susan G. Komen Breast for the Cure Phoenix with our new **FASHIONABLY PINK** Fashion Show.

Presented by: **Dillard's and Revolution 3D**

DATE AND LOCATION

October 1, 2009 in Phoenix, Arizona – Hotel Valley Ho (**FASHIONABLY PINK**) Charity Fashion Show - Locations (Evening) Oct. 1 - 3, 2009.

WEBSITE

www.phoenixfashionweek.com

FOUNDED

2005: Incorporated 2008

PRODUCTS

24 established designers, **12 emerging**, and **6 accessory designers** present prêt-a-porter, evening, resort collections, luxury sportswear, celebrity designer, high fashion swimwear, and fashionable accessories.

2009 POINTS OF INTEREST

Phoenix Fashion Week is THE fashion resource for credible content in our region. Sponsors and partners will get exposure all year on the website, events, and collateral. Over 300 designers have been invited to apply for only **36 slots to showcase** this year. We have over 500 boutiques and retailers in our network. We are launching our 3rd season of Phoenix Fashion Week TV, we will continue our educational workshops. We anticipate 1,000 people per day totaling over **3,000 attendees for PFW and 100,000's of marketing impressions**

Inspire Fashion: Emerging designer (12) contest: One talented winner

NOTABLE 2008 HIGHLIGHT

Record attendance, during Phoenix Fashion Week: October, 2008

CHARITABLE CONTRIBUTION

Phoenix Fashion Week is also benefiting Susan G. Komen for the Cure Phoenix, by kicking off the week with the **FASHIONABLY PINK** Celebrity Fashion Show. Each designer will design one ensemble inspired by the color pink for the runway. The apparel will be worn by celebrities and cancer survivors on the runway. We will raise funds by donations, tickets sales and auctioning off those runway items on fashion websites.

SPONSORS

Hotel Valley Ho, Dillard's, Revolution 3D, Canon, New Times, YELP, Dolce' Salon & Spa, Age Loc, HauteLook.com, Perfectify, Axis-Radius, CASHAK.TV, Team Investments, Akarama, Bare Botanicals, PCA Skin

MEDIA INFORMATION

PR – Hermann Plank: 480-452-5584 - press@phoenixfashionweek.com

PARTICIPATION

Executive Director: Brian Hill - info@phoenixfashionweek.com