

**For Immediate Release**

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**Get Discovered at Phoenix Fashion Week**

**Phoenix Fashion Week Seeks The Next Generation Of Catwalk Models**

**JULY, 2009** – August 8, 2009 local men and women will be given the chance to participate in the leading fashion event in Arizona. It's Phoenix Fashion Week's mission to shed more light on the talent that we have in the valley that is why the creators of the event will be hosting a casting for the top undiscovered models in the area. A total of 30 fresh faces, 10 men and 20 women will be selected to walk down the runway, during the "Emerging Designer" contest-show, October 1-3, 2009. "We are showcasing the next generation of designers and it only makes sense to support them with the next generation of models," said Brian Hill, Executive Director of Phoenix Fashion Week.

The casting call will be held on Saturday August 8<sup>th</sup> at Afterlife Night Club at 7:30pm. Female model requirements include: (without shoes) minimum height of 5'8", size 2-4, and mature models are welcome. Women must bring 3" heels and dress runway ready including full hair and makeup. Male model requirements: must be attractive, slender muscular tone, and (without shoes) minimum of 5'10". Men should also arrive fashionably dressed. All models must be a minimum of 15 years of age. Participants under 18yrs. of age must have a parent or legal guardian present.

All participants must bring with them, two photos, one full body and head shot along with their measurements and contact information attached to the back. Those who have previous modeling experience please bring a resume listing all experience and a portfolio. Professional pictures are not required.

Those selected will be featured in the first ever Phoenix Fashion Week "Emerging Designer" contest. Where 12 local designers will be showcasing their respective lines and competing for \$10,000 prize package comprised of the essential tools and services needed for a successful launch of winning designer's brand to the world. This includes placement in a brick and mortars store and in an on-line boutique.

For more information about the modeling search please email [info@phoenixfashionweek.com](mailto:info@phoenixfashionweek.com).

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**Phoenix Fashion Week** is *the* leading fashion industry event in Arizona. The organization's mission is bridging national and international designers with premier retailers and prestige fashion media. *Phoenix Fashion Week's* ultimate goal is to garner global exposure for Arizona's fashion industry. Through educational fashion seminars, year-round fashion events and charitable partnerships, *Phoenix Fashion Week* is gaining rapid acclaim for its community service efforts and for infusing world-class innovation into the valley. For more information log onto [www.phoenixfashionweek.com](http://www.phoenixfashionweek.com)

**Afterlife Night Club** stands alone as Scottsdale's only upscale after hours spot. Offering more than just late night drinks, Afterlife has a variety of options for those looking for more after others have closed. In addition to giving the 18+ crowd a rare upscale place to party from 10pm-2am on weekends, Afterlife also offers a diverse variety of options for all moods; be it hungry, mellow, wanting to dance, play games, shoot pool, smoke hookah or just plain sober up. Resident DJ's include Tranzit, Earth and many more. The Afterlife Night Club is located on 4282 N. Drink water Blvd Scottsdale AZ, 85251. For more information on upcoming events go to [www.myspace.com/afterlifescottsdale](http://www.myspace.com/afterlifescottsdale).