



For Immediate Release

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

Phoenix Fashion Turns Five

Arizona's Premier Fashion Industry Event -

Phoenix Fashion Week -

Celebrates Milestone 5th Anniversary

July, 2009 AZ - Phoenix Fashion Week will don its' most fashionable birthday *suit* to date when its turns 5 years old in high style in October, 2009!

Based in the fastest growing metropolitan area in the United States, **Phoenix Fashion Week** was established in 2005 with a mission to feature talented, established and emerging fashion designers from around the globe. Quickly growing to become *the* leading fashion industry event in Arizona, **Phoenix Fashion Week** has been successful in its core goal and mission of bridging designers and buyers.

With many success stories already documented such as 7 Diamonds' (a premiere line of men's trendy dress shirts) entry into Nordstrom via **Phoenix Fashion Week** last year, this fast growing organization is moving full force to make 2009's fashion week the best and biggest yet!

In honor of its 5th Anniversary, the first half of 2009 already boasted major additions to **Phoenix Fashion Week**. The organization launched its first ever "giving back" holiday initiative working with the local – *Helping Hands AZ* - to raise money and donate apparel and gift cards to needy families across the Valley for the holidays. The organization has launched the first in a series of *Apparel for Success Workshops*, a two day seminar featuring industry experts teaching the basics of launching, maintaining and growing a successful apparel business. Phoenix Fashion Week has also contributed to television by offering

PHOENIX FASHION WEEK

Bridging Designers and Buyers.



advice on simple twists on every day fashions, from the style experts of [Phoenix Fashion Week](#) on Sonoran Living ABC 15 and previewing 80s comeback style on Fox 10.

Taking place **October 1-3, 2009 Phoenix Fashion Week's** 5th anniversary event will be held at the famed hipster Mecca - **Hotel Valley Ho**. It will feature 24 established designers including four accessory designers, and 12 emerging designers that will showcase prêt-a-porter, couture, denim and luxury sportswear collections. The event will kick off with the **Fashionably Pink** opening gala highlighting an all pink celebrity fashion show and benefiting the Phoenix chapter of the **Susan G. Komen Breast Cancer Foundation**. The three day event will also include a style villa with designer sample sales and public and private after parties each night.

Having garnered major support from the local community for the past four years, including high profile residents, city officials, business leaders and the media, **Phoenix Fashion Week** is already an internationally recognized fashion event while still maintaining its strong ties within the state of Arizona.

"As **Executive Director of Phoenix Fashion Week**, I am so proud to have worked from the bottom up to execute a successful event for the past four consecutive years" says **Brian Hill**. "In the beginning I was lucky to just be a volunteer on the Phoenix Fashion Week team. Now, we strive to make this organization authentic within our community by infusing energy, industry, commerce and goodwill back into the Valley," he adds. We are a dedicated and passionate team of fashion professionals who are all working tirelessly to make 2009 - our 5th anniversary event – the most memorable fashion week to date."

###

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