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**FOR IMMEDIATE RELEASE**

**Wisconsin Fashion Week Announces Lineup**

**Over 25 Locally-owned Apparel Companies Support Homegrown Event Series**

MADISON, Wis. (April 14, 2009) – Wisconsin Fashion Week more than doubles its participation from its first-year effort as the former Madison Fashion Week. Wisconsin designers and boutique owners, as well as dozens of models, photographers, stylists, performers and writers have joined together to realize a lush environment for a growing fashion industry in the State.

Designers and boutiques scheduled to participate in runway shows:

20/20 Vintage  
Boston Store  
Chico's  
\* Daria Karaseva  
Deb Shop  
Fair Indigo  
Forever Yours Jewelry  
Fred  
Gypsy Couture  
Indigo Moon  
Internal Construction  
J.LaMore  
Jazzman  
Jessica Catherine  
Luscious  
Maggie Barber  
Maurice's  
\* Maverick Clothing

Men's Wearhouse  
N.E.W.D. Clothing  
New York & Co.  
\* Patricia Shoppe  
Premiere Couture  
Rachel Frank  
Rosalee Eichstedt  
S&T Clothing  
Sable & Sky  
Sassy D's Jewelry  
Sconnie Nation  
Suzen Sez Boutique  
Tiger Lily  
\* Twigs  
UW-Madison TASA Emerging  
Designers  
Vanity Shop  
Vintage S.E.X.Y.

\* Donating a red dress to be auctioned in the American Heart Association's Go Red for Women fundraiser.

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*Wisconsin Fashion Week is an annual five-day series of consumer-oriented events which include workshops, runway shows, shopping experiences and parties. WFW aims to unify Wisconsin's fashion designers, retailers and beauty representatives in a collaborative and high-profile event that brings fashion to the forefront of Wisconsin's culture. Events will be held May 19-23, 2009, at various locations throughout Madison. For ticket purchase and more information, visit [www.wisconsinfashionweek.com](http://www.wisconsinfashionweek.com).*

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## Schedule

- 5.19.09**  
Tuesday  
5-7pm  
**Opening Party + Avant-Garde Fashion Exhibition**  
State Street Gallery | 109 State Street | Madison, WI | 608.819.0304  
*Summary: Cocktail reception hosted by the Wisconsin Fashion Council with statuesque models displaying elaborate fashion pieces. Guests will be able to mingle with participants in Wisconsin Fashion Week.*  
Collections: Maggie Barber, Rachel Frank, Rosalee Eichstedt | Hair/Make-up: Tia Marshall
- 5.20.09**  
Wednesday  
6:30-8pm  
**Runway Show | Fashion for All Abilities** produced by the UW Waisman Center  
Inn on the Park | 22 S Carroll Street | Madison, WI | 608.285.8000  
*Summary: Hosted by Jonathan Suttin of Triple M, the Fashion Show for All Abilities is a community awareness event, highlighting the reality that persons with disabilities are valuable customers and that businesses benefit by extending courtesy and respect to them.*  
Collections: Boston Store, Chico's, Deb Shop, Fair Indigo, Indigo Moon, Maurices, Men's Wearhouse, New York & Co., Sassy D's Jewelry, Suzen Sez Boutique, Vanity Shop | Hair/Make-up: RZ & Co. | Onusara Salon & Spa
- 5.21.09**  
Thursday  
2-5pm  
**Workshops**  
Zander's | 118 State Street | Madison, WI | 608.256.9999  
*Summary: Topics will include personal styling tips, resources local aspiring designers can tap, and cutting-edge strategies for established boutiques to grow their business.*  
Presenters: MATC, Michelle Lieck, UW-Madison
- 5.22.09**  
Friday  
7-9pm  
**Runway Show | Fashion Fridays: Streetwear & Emerging Designers Runway Show**  
345 West Washington Avenue | Madison, WI  
*Summary: Making it's first anniversary return, the seasonal runway series Fashion Fridays will focus on fashion inspired from street and youth subcultures. A high-energy event with emphasis on live entertainment.*  
Collections: Emerging Designers from UW-Madison's Textile and Apparel Student Association (TASA), Internal Construction, N.E.W.D. Clothing, Sconnie Nation
- 9pm  
**After-party**  
Zander's | 118 State Street | Madison, WI | 608.256.9999
- 5.23.09**  
Saturday  
Noon-10pm  
**Style District**  
Overture Center Hall Lobby | 201 State Street | Madison, WI | 608.258.4177  
*Summary: A variety of fashionable activities makes this a fabulous Girls Day/Nite Out!*  
**ALL DAY | Shopping Spree** | Attendees of Wisconsin Fashion Week's May 23rd event at Overture Center may enter to win a \$2000 Shopping Spree. Businesses featured during Buzzed into Fashion on Madison's CW will provide shopping certificates to the winner at Wisconsin Fashion Week to total a \$2000 value! Watch Daily Buzz from 6-9a M-F on Madison's CW to get buzzed into fashion April 27-May 22nd.  
**ALL DAY | Fresh Faces Model Competition** | Pick a favorite model in the runway shows throughout the day and then have an opportunity to vote for them to win cash and the title of WFW Fresh Face 09.  
**ALL DAY | Lifestyle Lounge** | Relaxing and social environment to mingle with fashion industry movers and shakers.  
**NOON | Stylista Competition Live Model Prep** | Stylists compete for your vote to win the title of "Stylista" in the hair, make-up and fashion styling categories. Get a backstage look as stylists prep their models live.  
**12:30 PM | Runway Show | Menswear** | Collection: Jazzman  
**1:30 PM | Runway Show | Stylista Competition** | Voting will take place as the models show their looks on the runway after being prepped.  
**2 PM | America's Next Top Model Bootcamp** presented by Madison's CW | Tips for competing in the next cycle of America's Next Top Model will be shared. Attendees will hear from a local model and television station. 40 Line Saver passes for the Casting Call in Madison will be available to attendees of the Boot Camp. Venue TBA.  
**5-6 PM | Red Carpet Entrance** | Be your own fashion icon as you walk the red carpet set against a logo wall and WFW paparazzi snapping pics.  
**6 PM | Runway Show | Womenswear| Trend** | Hosted by Emmy Fink of Madison's CW | Collections: Fred, Gypsy Couture, Luscious, Maverick Clothing, S&T Clothing, Sable & Sky, Sukara Sterling, Tiger Lily, Vintage S.E.X.Y.  
**7:30 PM | Intermission / Shopping**  
**8:30 PM | Runway Show | Womenswear| Premium** | Collections: 20/20 Vintage, Daria Karaseva, Forever Yours Jewelry, J. LaMore, Jessica Catherine, Patricia Shoppe, Premiere Couture, Twigs  
**9:30 PM | Runway Show + Live Auction of Red Dresses| Go Red for Women Fundraiser** | Collections: Twigs, Daria Karaseva, Patricia Shoppe, Maverick Clothing
- 10 PM  
**After-Party**  
Frida's | 117 State Street | Madison, WI | 608.256.4000 | www.fridamexicangrill.com | \$5 cover (except VIPs)

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