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**“Wisconsin Fashion Week” Creates New Council
Local Experts Thread Fans with Fashion Industry**

MADISON, Wis. (April 7, 2009) – Wisconsin Fashion Week is a series of events highlighting the artful fusion of business, fashion and design in Wisconsin while celebrating the regular women who wear the clothes.

To help Wisconsin Fashion Week continue to grow and succeed, event producer Kristi Moe has established a Council of local leaders from across the fashion, music, art, photography and beauty industries. The newly formed Fashion Council consists of 14 representatives, one from each area of expertise relevant to the events.

“The Council is infusing the entire production with a new level of energy from across the community,” says event producer and director Kristi Moe. “We are a production created by many talented individuals who believe in making fashion an attainable dream and success in our State that is bubbling with resources.”

The 2009 Fashion Council includes:

Sarah Allen, Fashion - Sarah spent the last several years on the West coast actively pursuing opportunities in fashion and retail. Her adventures have included owning a clothing boutique, and organizing and styling fashion shows as well as the occasional photo shoot. She says she's excited to be back in Wisconsin, contributing to the emerging fashion scene here.

Sheri Rice Bentley, Public Relations - Sheri Rice Bentley, APR, has practiced PR for the past 20 years in agency and corporate environments. An accredited practitioner and owner of Strategic Communication PR, she also freelances, helping clients determine communications strategy and tactics. Some of her clients have included Mustard Girl Mustard, Flemings Prime Steakhouse & Wine Bar, CUNA Mutual, Biomet, Filene's and Foth.

KjLyn, Modeling - KjLyn is a Madison-based model specializing in fashion, runway, and promotions. With almost five years of modeling experience, she has worked with several local and national designers including JLaMore, Sukara Sterling, BeBe, Newd Clothing, Fred Boutique, and Lady Moxie. An active member in Madison Fashion Week and Fashion Fridays, Kj is also an assistant instructor for the Madison Barbizon Modeling/Acting School and is the face of UW Health's Transformations division. Kj is a perfectionist (and a tomboy!) at heart, but her strive for excellence is always accompanied by a smile.

Greg Doby, Talent - Named by Madison Magazine's in 2008 as #3 among the “25 people you need to know,” Platinum music producer Greg Doby brings experience and creativity to Wisconsin Fashion Week. Doby has produced over 100 records throughout his career working with successful artists such as Bizzy Bone (of Bone Thugs-N-Harmony), Garbage and most recently with 50 Cent's recording artist Lloyd Banks.

Ed Edney, Community - Ed Edney is a local Madison attorney and owner of Ed Edney Productions. He is a 2004 graduate of the University of Wisconsin Law School and is the promoter and funder of the now legendary Madison Underwear Parties, which were held from 2004 thru 2006. Currently he is the host of the Mighty Real Queer Talk radio program on 91.7 WSUM.

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Rosalee Eichstedt, Beauty - Rosalee's Madison connection started in 2002 when she moved here to begin her career in cosmetology. She currently is a stylist at Headlines, an Aveda Concept Salon. In early 2008, Rosalee helped create the first Madison Fashion Week, and this past February's Fashion Friday Show was her first show doing hair, makeup, and design/styling. Rosalee has recently found out that she will be doing hair for New York Fashion Week in September.

Nicole Hilderhoff, Production Manager/Executive Assistant - Nicole is a graduate of UW-Madison with a B.A. in Theatre Design & Technology, and an Asian-American Studies Certificate. Currently, she is a wine specialist. She also has extensive experience as a model, working with top modeling agencies across America.

Brent Hoffmann, Sponsorship - Sponsorship Director, Brent Hoffman, is CEO of North Coast Entertainment., an independent record label, and president of Hoffmann & Co., a business sales and consulting organization. He has a passion for music and more than 12 years of sales experience. Brent graduated from Edgewood College with a degree in marketing and management.

Betty Hurd, Education - As the Director of Fashion Marketing and Madison Area Technical College, Betty blends the real world experience with the rigors of academics to prepare students for their careers in the fashion industry. She has over 25 years of experience in store management and buying companies including Kohl's Department Stores, Macys and Woldenbergs. In the academic world she has been awarded the National Teaching Excellence Award.

Sheena Marie, Milwaukee - Sheena is the executive producer of the Fashion Revolution runway show and also the creative director for Studio One Photography. She has worked with numerous professionals in the fashion industry, offering her assistance in creative directing and finding ways to make their product more interesting. Recently, she planned and executed a fashion networking event which entailed a live mannequin auction where patrons were to bid locally on designed garments to purchase.

Kristi Moe, Director - As a marketing expert, Kristi has worked with a range of brands including Capital Brewery, Verizon and Coca-Cola. She was named one of Madison's "40 Under 40" by In Business Magazine in 2005. In 2006, Moe launched Moe Publicity. Her feature articles have appeared in local, regional and national publications. Moe has served as the PR Chair for the Design Madison Board of Directors and as a PR advisor for the Madison Area Music Awards. Even though she's worked for the largest apparel manufacturer in the world (VF Corporation) as a spec writer, Kristi found her true fashion calling when she produced the first Madison Fashion Week (now WFW) in 2008.

Erica Pelzek, Editorial - Erica Pelzek is in her final year of Journalism School at the UW-Madison. She recently served as managing editor for Curb Magazine. She is spearheading the creation of Rogue Magazine this year, an entirely new fashion publication designed to promote Wisconsin Fashion Week 2009. Erica has worked with several large-scale publications, including Business Week magazine, the Isthmus and the Milwaukee Journal Sentinel, and hopes to pursue her magazine career in New York City.

Adam Perkins, Photography - Adam Perkins is the Madison area photographer with an eye for the dramatic and dynamic. Owner of Top Shots, Adam is known for his trendy, modern and edgy approach to photography and strives to find the angle less traveled and abused. Willing to take a knee or press his face against the floor, Adam is ready to do whatever it takes to make the difference between a normal photograph and something beautiful and unique. In addition, his large range of photographic interests (weddings, live music, portraits, fashion, purely artistic, etc.) makes him extremely versatile and allows him to combine many different styles.

Monica Weber, Marketing - Monica Weber is an Assistant Account Executive and graduated from UW-Madison with a business degree in Marketing and Management. Since graduation she has gained experience in sales, fashion merchandising and account management. She has always had a love for the industry and all things fashion.

"Fashion lives here and these volunteers prove it. The Fashion Council's time and courage to do what many find surprising is simply a pulse of what our community is wanting," Moe says. "It's an exciting time to be a fan of fashion and living in Wisconsin."

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