



**MEDIA CONTACT:**

Sheri Rice Bentley  
Cell: 608-206-7419  
media@wisconsinfashionweek.com

**FOR IMMEDIATE RELEASE**

**Madison Fashion Week Becomes “Wisconsin Fashion Week”  
Successful Annual Show Goes Regional**

MADISON, Wis. (March 27, 2009) – It all started in 2008 with an idea: to hold a week-long event that celebrated fashion in Madison and, most importantly, the average women who would ultimately wear these clothes.

Despite concerns that Madison and fashion were incompatible, the event was so successful it's not only gearing up for year two this May, it's attracted enough regional interest that its name has evolved into “Wisconsin Fashion Week.” Events will be held May 19-23, 2009, at various locations throughout Madison.

“Changing to the Wisconsin Fashion Week name is reflective of who we are and who we are not,” says event producer Kristi Moe. “We are Madison and more. We are not just another city trying to be New York, Paris or Milan. Fashion lives here too.”

Wisconsin Fashion Week (WFW) 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. The event is the brainchild of Moe, a PR pro with a vision to make fashion accessible to a consumer audience. The week's events will include fashion shows for men, women, children, the disabled and women 55+, in addition to showcasing the work of emerging young designers.

The citywide five-day series of events will also serve as networking opportunities for industry players such as fashion photographers, stylists, make-up artists, image consultants, agents, event planners, fashion media, publicists and musicians.

“I had a few people who said we couldn't do it,” says Moe with a smile, recalling her work in 2008. “But I knew there was huge interest in something like this.”

Tickets will be available for purchase at [www.wisconsinfashionweek.com](http://www.wisconsinfashionweek.com).

---

*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).*

###