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**FOR IMMEDIATE RELEASE**

**Wisconsin Fashion Week Hosts Exclusive Preview of Wisconsin Film Festival Selections at Fashion Fridays April 9<sup>th</sup>**

*Event to be held at Arbor Gate's 6<sup>th</sup> Floor Commercial Penthouse Suite*

MADISON, Wis. (March 18, 2010) – For the first time, Wisconsin Fashion Week and the Wisconsin Film Festival will collaborate during the April 9, 2010 Fashion Fridays runway show, fusing local fashion designers and films selected for the upcoming festival slated for April 14-18, 2010.

“Fashion and film have a long love story that has enthralled our culture,” said Kristi Moe, Executive Producer for Wisconsin Fashion Week. “The Breakfast at Tiffany’s inspired little black dress is a staple in most women’s closets. Alice in Wonderland is breaking box office records and showing up in runway themes and major editorial spreads. We want to see that synergy locally. The collaboration with the Wisconsin Film Festival will help to spur a creative affair among homegrown talent and further Wisconsin’s influence in both the fashion and film industries.”

The event will be held at Arbor Gate, in the 20,000 square foot Penthouse of the East Tower, overlooking the Arboretum and the City of Madison’s Isthmus skyline. Arbor Gate is the new \$48M office and retail development located at 2501 West Beltline Highway, off of the Todd Drive exit. The twin Arbor Gate Towers are home to (among others) WIPFLI Accounting, Wisconsin Heart Cardiovascular, and the wildly popular Bonfyre American Grille, currently ranked by Open Table as the #2 “Restaurant Hotspot” in the State.

Fashion Fridays is a spin-off runway series held four times a year and produced by Wisconsin Fashion Week. The event explores creative interpretations of fashion and typically held in non-traditional spaces. For more information, please contact Kristi Moe at 608-320-3322.

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*Wisconsin Fashion Week is an annual 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 at various locations throughout Madison. For ticket purchase and more information visit [www.wisconsinfashionweek.com](http://www.wisconsinfashionweek.com).*

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