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BACKGROUNDER

Wisconsin Fashion Week, formerly Madison Fashion Week, is a week-long series of fashion-focused functions events running this year from May 19-23, 2009. The events include:

- Workshops for both fans and industry professionals;
- Runway shows featuring menswear, womenswear and emerging designers;
- Shopping experiences; and
- Parties.

WFW strives to connect Wisconsin's fashion fans, designers, retailers, as well as beauty representatives by collaborating in a high-profile event that features the fashion culture that Wisconsin is embracing.

The first Fashion Week was held in 2008, independently produced by Moe Publicity. It started as an example of exploring ways to eliminate barriers toward making fashion accessible to all women. In 2009, a Fashion Council was created to help provide growth and direction for Fashion Week. The positive local and national feedback garnered in 2008 reinforced the desire to continue as an annual event that would broaden in scope to fill a fashion void in the Upper Midwest community.

FASHION FRIDAYS:

Making its first appearance during Madison Fashion Week in April 2008, the event originally served as an after-party with a focus on fashion industry networking but soon became a mainstay on the style scene. Each season, Fashion Fridays offers an opportunity to learn Madison's fashion faces alongside a runway show highlighting the latest trends hitting the streets. The events attract a younger audience and are often held in clubs or non-traditional spaces.

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.

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