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**FOR IMMEDIATE RELEASE**

**Fashion Fridays Event Spurs Wisconsin Fashion, Film, Music Synergy**  
*Seasonal runway series features homegrown talent, sustainable fashion*

MADISON, Wis. (April 1, 2010) – Wisconsin homegrown talent will soon benefit from a high-profile, cross-industry promotional effort. **Wisconsin Fashion Week** leads the charge joined by **Wisconsin Film Festival** and **Madison Area Music Awards** to showcase homegrown creative talent in a single event during its seasonal runway series Fashion Fridays on April 9, 2010.

“Spring is a prime time for Wisconsin’s creative industries,” said Kristi Moe, Executive Producer for Wisconsin Fashion Week, “with both the Wisconsin Film Festival and our own Fashion Fridays event in April, and the Madison Area Music Awards in May. Now is the time to fuse our efforts and explore synergies where homegrown talent can realize more success.”

An exclusive preview of the film **‘Mildred Richards’** will be shown at Fashion Fridays on April 9. The film is produced by Radio Film Pictures, a New York City production company focusing on a new form of filmmaking: bringing radio’s glory days to the silver screen. A Radio Film Picture is the result of what happens when you take a medium (radio dramas) that has largely been forgotten and combine it with a medium (film) that some - with the advent of HD - are trying to push into the dead media realm. The film was selected for Fashion Fridays because of its film/music storyline, the black/white shooting which compliments the event’s theme, and retro wardrobe styling being on trend with the current season. Director Marc Kess will be attending the Wisconsin Premiere of 'Mildred Richards' when it screens at the Wisconsin Film Festival on Thursday, April 15th. 'Mildred Richards' has been an official selection of over 20 film festivals and has won multiple awards. Radio Film Pictures will be **reviewing local designers** for their next film to begin production this summer.

**Mark Croft** currently leads the Madison Area Music Awards with seven nominations and has already won several past MAMA awards. Croft will be the headlining performer at Fashion Fridays. At the recent MAMA nominee announcement party, Fashion Fridays models helped to raise money to put musical instruments in kids’ hands by serving as the raffle hostesses. Wisconsin Fashion Week Executive Producer Kristi Moe hopes to continue to forge **musician/designer relationships** such as the one she developed between MAMA winner Danielle Brittany and S&T Clothing, a Wisconsin Fashion Week 2009 design team.

Sustainable fashion continues to be a strong Fashion Fridays theme with **five Madison-area designers** showing runway collections including **Bare Tree Apparel, Caitlin Ann Designs, Gypsy Couture by Claire Ann, Rebekah Jacobs Couture and Wisconsin Relic**. Gypsy Couture produces feminine dresses by utilizing recycled lingerie. Bare Tree Apparel uses eco-friendly water based inks.

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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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#### **ABOUT FASHION FRIDAYS**

Fashion Fridays is a spin-off runway series open to the public, 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.

#### **ABOUT MADISON AREA MUSIC AWARDS**

The Madison Area Music Awards is scheduled for Saturday, May 8, 2010 in Madison, Wisconsin with the goal of raising money to put musical instruments in kids' hands. The MAMAs supports the preservation and expansion of all forms of music education in the Madison area, and to encourage and promote the artistic advancement of our emerging musical youth and provide promotional support for the Madison music economy as a whole. For more information visit [www.themamas.org](http://www.themamas.org).

#### **ABOUT WISCONSIN FILM FESTIVAL**

The Wisconsin Film Festival is scheduled for April 14 to 18, 2010 in Madison, Wisconsin. The Festival aims to present quality work that may not otherwise be seen in commercial theatres, and projects outside the mainstream industry. Attendance in 2009 was 32,645. Cash prizes are given to films in the Wisconsin's Own and Wisconsin Student Shorts categories to help promote filmmaking in the State. For more information visit [www.wifilmfest.org](http://www.wifilmfest.org).

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