

BAKER MOTOR COMPANY
CHARLESTON
FASHION
WEEK[®]
MARCH 17-21 / 2015

PRESS KIT

ABOUT CFW

“Charleston Fashion Week, it’s right there on par with New York. There’s a friendly competition in terms of designers that are really at a breakthrough stage. I’m honored to be here.”

- *Timo Weiland, Featured Designer 2014*

“The biggest style event in the South”

- *Southern Living’s blog hub
The Daily South*

MISSION

- ◆ Produce a world-class week-long fashion event under the tents in Charleston, SC
- ◆ Showcase emerging designer and model talent from across the East Coast, serving as a “pathway to New York”
- ◆ Increase brand awareness and media impressions for all participants
- ◆ Increase economic development for the region’s fashion, design, and retail communities

*Previous Page Photo by Brianna Stello, Stello Photography
Belk model backstage*

*This Page Photo by Brianna Stello, Stello Photography
Gwynn’s of Mount Pleasant CFW 2014 Runway Show*



Why Charleston, South Carolina

- ◆ Globally recognized as a top fashion event in the country (CNN, *Southern Living*)
- ◆ Charleston named No.1 Top U.S. City by *Condé Nast Traveler* Readers' Choice Awards for the fourth consecutive year (2011 - 2014)
- ◆ Charleston named No.1 City in U.S. and Canada by *Travel and Leisure's* 2014 World's Best Awards for the second consecutive year (2013 - 2014)
- ◆ Charleston ranked among the Top 10 shopping cities in the U.S. by *Condé Nast Traveler*
- ◆ For more than 300 years, Charleston has inspired artists, travelers, writers and musicians. Find your inspiration at www.Charlestonly.com, and follow the conversation using #ExploreCharleston.



CFW Fast Facts

- ◆ Ninth annual event
- ◆ True pathway to New York: success stories of emerging designers like Marysia Dobrzanska Reeves and models like Samuel Robertson
- ◆ 7,500 attendees
- ◆ 44+ runway shows
- ◆ 36+ style lounge participants
- ◆ 20 competing emerging designers & 200+ models
- ◆ 500K page views on www.charlestonfashionweek.com
- ◆ 44% increase in CFW Facebook fans from 2013, reaching nearly 300 million during week-of
- ◆ 30% increase in CFW Twitter followers from 2013
- ◆ Total of 270+ million media impressions
- ◆ 115+ accredited media on-site
- ◆ Total economic impact for Charleston close to \$3 million*

*Source: Office of Tourism Analysis, Department of Hospitality and Tourism Management, School of Business, College of Charleston

Photo by Brianna Stello, Stello Photography
Models for Belk's CFW 2014 Runway Show gathered backstage

Fashion Attendee Profile

- ◆ 7,500 attendees
- ◆ 85% female
- ◆ 64% college-educated
- ◆ 30% graduate studies
- ◆ 50% earned \$100k+ per year;
19% earned \$200k+
- ◆ Average age: 42
- ◆ 92% of out-of-town attendees came to Charleston solely for CFW
- ◆ 65% of visitors reported staying in paid accommodations
- ◆ 28% single; 59% married
- ◆ 64% are employed full-time and 21% are self-employed
- ◆ 6% are full-time students

*Source: Office of Tourism Analysis, Department of Hospitality and Tourism Management, School of Business, College of Charleston

Spring Bridal Show Profile

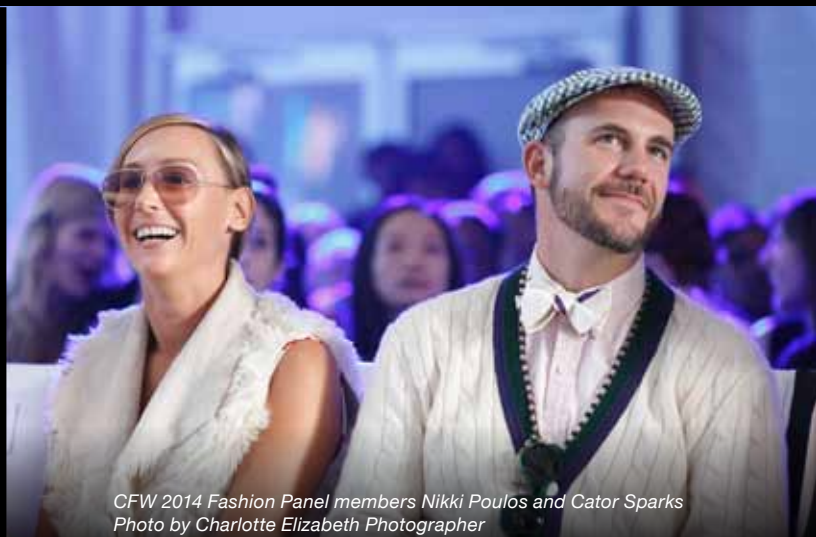
- ◆ Stand-alone bridal runway show and accessories lounge the Saturday morning of CFW, headed by *Charleston Weddings'* magazine
- ◆ 8 runway shows on average, with past shows by Anne Barge, Mark Ingram, Carol Hannah Whitfield, Mychael Knight, and more
- ◆ 22% engaged women
- ◆ 11% wedding party members
- ◆ 14% wedding planners
- ◆ 68% live in South Carolina
- ◆ 32% visit from adjacent states, the Northeast, and the Midwest
- ◆ 65% are college graduates
- ◆ 40% make \$100K+ a year
- ◆ 60% make \$200K+ a year

*Source: Office of Tourism Analysis, Department of Hospitality and Tourism Management, School of Business, College of Charleston





CFW 2014 Fashion Panel Antonio Azzuolo, Nikki Poulos, Ayoka Lucas, Cator Sparks, Fern Mallis, David Hart, Sarah Parrott, Hunter Bell, and Timo Weiland. Photo by jballiet



CFW 2014 Fashion Panel members Nikki Poulos and Cator Sparks
Photo by Charlotte Elizabeth Photographer

FASHION INDUSTRY V.I.P.S



Featured designer Christian Siriano and model backstage, CFW 2013. Photo by Brianna Stello, Stello Photography



Featured designer Chris Benz preps his models backstage, CFW 2012. Photo by jballiet



Featured designer Brandon Sun preps backstage, CFW 2014. Photo by jballiet

Strong Sponsorship Support



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Photo by Brianna Stello, Stello Photography
Gwynn's of Mount Pleasant's CFW 2014 Runway Show

CFW 2015 CALENDAR

July/August 2014

Emerging Designer Competition: East application launch

September 2014

1st / Fashion and Film Contest launch

20-21st / Rock The Runway Model Competition™ and Model Search castings

December 2014

CFW & Fashion Panel announces the Emerging Designer Competition: East
“Top Design 20” Semifinalists

January 2015

17th / CFW Emerging Designer Press Party

March 2015

17th / Charleston Fashion Week® Opening Night

20th / Rock The Runway Model Competition™

21st / *Charleston Weddings*' Spring Bridal Show

21st / Fashion Finale & Emerging Designer Winner named

22nd / Fashion and Film Celebration



MEDIA OPPORTUNITIES

PRINT



DIGITAL



MOBILE



CFW 2014 FASHION VILLAGE



MORE INFORMATION



Jewelry Television®

JTV is a dynamic shopping experience available wherever you are. Whether browsing the latest jewelry trends from your tablet or relaxing at home watching the big screen, JTV is available 24/7 to fashionistas everywhere, and is broadcast in 80 million U.S. households.

As one of the largest retailers of fine jewelry and gemstones in the country, our extensive knowledge and buying power bring you extraordinary products at extraordinary prices. From classic pearls to trendy tanzanite, JTV allows you to celebrate your jewelry love. Check out jtv.com to preview pieces from exclusive designers like Jose Hess, David Tishbi and Vanna K. Additionally our extensive online Learning Library provides resources that can help you choose the perfect jewelry and gemstones that reflect your personal style.

Headquartered in Knoxville, Tennessee for more than 20 years, we're proud to share our Southern heritage and love of jewelry with everyone at Baker Motor Company Charleston Fashion Week®.



***Come Say Hi!
Stop by the VIP Reception,
presented by JTV***

*Friday, March 20, 2015
Media Tent in Marion Square
6:00-8:00pm*



A girl should be two things: classy and fabulous. -Coco Chanel