

FOR IMMEDIATE RELEASE

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**BAKER MOTOR COMPANY CHARLESTON FASHION WEEK® LAUNCHES THEIR
2015 MODEL SEARCH**

**CONTINUING TO PROVE IT IS ONE OF THE INDUSTRY'S LEADING PLATFORMS
FOR ASPIRING MODELS**

(August 18, 2014) CHARLESTON, SC – Baker Motor Company Charleston Fashion Week® (CFW), one of the nation's premier fashion events, launches their 2015 model search, a platform for aspiring models to gain access to careers in fashion modeling and design. CFW's nationwide model search and Rock the Runway Competition™ is a unique opportunity that supports and showcases a community of up-and-coming and undiscovered talent in the realm of runway modeling. Interested applicants must first complete an online application on CFW's website by Thursday, September 11, 2014.

Each year, Charleston Fashion Week® continues to see a rise in application numbers and former CFW models have gone on to land contracts with:

- IMG, Elite, IKON, RED NYC, and Ford
- Secured highly prestigious jobs with Mercedes-Benz NY Fashion Week, Mercedes-Benz Miami Fashion Week, London Fashion Week, Paris Fashion Week, *Seventeen*, *GQ*, *ELLE*, *Rolling Stone*, *America's Next Top Model*, *Gossip Girl*, Oscar de la Renta, and Gilt Groupe, Marc by Marc Jacobs SS13, among others.

"Charleston Fashion Week gave me the boost of confidence and exposure that I needed to really start my career. I am truly blessed to have participated in CFW and I've met some amazing friends along the way," stated CFW's 2012 Rock the Runway Competition™ winner Samuel Roberts who recently appeared in the print ad campaign for Marc by Marc Jacobs SS13.

All models casted for Charleston Fashion Week® 2015 will train with renowned model coach Michelle Wood, receive payment, be profiled on the CFW website, and receive a gift bag valued at \$500. Additionally,

each model will automatically be entered into the Rock the Runway Model Competition™. “*Rock the Runway is a great way to be seen and get discovered by top NY, Miami, Atlanta, LA and local agents,*” stated head CFW model judge Karen Lee Grybowski of the KAREN LEE GROUP.

Furthermore, CFW model search will be judged by an industry panel consisting of Karen Lee Grybowski, model coach Michelle Wood, and CFW Style Director Ayoka Lucas. Applicants who are selected for the casting call will be notified and provided with an official date and time during CFW’s casting call weekend. For those who miss the online application deadline, an open casting call will take place on Sunday, September 21st, 2014 at the Charleston Harbor Resort and Marina located in Mount Pleasant. To view official rules and regulations as well as keep up with further details visit www.charlestonfashionweek.com/backstage/models.

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MODEL SEARCH OVERVIEW

Models are cast and chosen by a panel of judges consisting of leading names in model management. Selection is based on an industry standard of criteria including appearance, photogenic appeal and facial structure, poise, professionalism, commercial appeal, and runway walk. Models will rehearse and refine their walk and modeling skills over several months in preparation for the fashion week event Tuesday, March 17 – Saturday, March 21, 2015. During this time, models will be handpicked and fitted by emerging and featured designers from all over the country, as well as boutiques participating in Charleston Fashion Week®.

ROCK THE RUNWAY MODEL COMPETITION™ OVERVIEW

Models cast for the official Charleston Fashion Week® model book qualify for the Rock the Runway Competition™. Models are not required to participate in the competition to be selected for designer and boutique runway shows or special events. An expert panel of judges chooses the top finalists. One female and one male will be named Grand Prize Winners at the event following the runway portion of the competition on Friday evening, March 20, 2015.

ABOUT BAKER MOTOR COMPANY CHARLESTON FASHION WEEK®

Showcasing fashion designers, retailers, and models, Baker Motor Company Charleston Fashion Week® (CFW) has quickly become one of the premier fashion weeks in North America. Named a Top 20 Event for March by the Southeast Tourism Society, this multimedia event presents high-end runway shows, interactive entertainment, chic after-parties, and press events. The 2014 event featured more than 40 runway shows, over 7,000 attendees, *Charleston Weddings* magazine’s Spring Bridal Show, Emerging Designer Competition: East presented by Benefitfocus, and the Rock the Runway Model Competition™. Baker Motor Company Charleston Fashion Week® 2015 is scheduled for March 17-21. For more information visit charlestonfashionweek.com