

For Immediate Release
October 5, 2017

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Calling All Models: Apply to the 12th Annual Charleston Fashion Week® Rock the Runway Model Search™ That Launches Careers

CHARLESTON, S.C. – The search is on for male and female models for the 12th annual [Charleston Fashion Week®](#) (CFW), March 13 – 17, 2018. Hopefuls and veterans alike are invited to apply to model gorgeous garments by emerging designers and nationally renowned labels. Models work the runway in Marion Square, pop-up events all over the city, and more. The application to audition is live now ([insert link](#)) and the deadline to apply is Monday, November 13 2017. Model casting auditions will take place the first week in December in Charleston.

Once selected, models will participate in a two-day workshop with industry professionals in January, rehearse and attend retailer and designer go-sees in February, and must be “on call” during CFW. Michelle Wood, an experienced international model who works to help mold young professionals’ careers, will coach all selected models. This year’s Model Search will put even more focus on coaching and development than in years past, making rehearsals more dynamic than ever.

Models also work with former Elite scout and famed agent, Karen Lee Grybowski, who owns the Karen Lee Group and helps the CFW team groom models for successful careers. “Charleston Fashion Week has become a well-known launching pad for male and female models,” she said. “For many, it’s a springboard to careers in New York or on the international stage.”

Models selected to participate in the event will receive the following:

- An opportunity to be discovered by top scouts and agencies from around the country
- Visibility with local and national fashion industry leaders
- Recognition on the CFW 2018 website
- Invitation to a private model scout and agency meet and greet event during Fashion Week
- One-of-a-kind T-shirt included in registration fee
- Training and development from top industry professionals

Meanwhile, models may be selected for CFW’s nationwide Rock the Runway Model Search™ that supports and showcases undiscovered talent. The winners will receive a cash prize to further career advancement.

One male and female model will be named The Agents Choice Top Model for the 2018 Rock the Runway Model Search™ and will receive:

- \$1,000 cash prize
- Mentoring opportunity with Grybowski
- The opportunity to be the People’s Choice Winner and receive \$250

The Charleston Fashion Week® Rock the Runway Model Search™ provides a platform for aspiring models to gain the exposure from media and photographers as well as local, national, and international scouts and top agencies. Past agencies have included Elite NYC, Wilhelmina International Inc. Factor!Chosen, Visions LA, RED, and DirectionsUSA.

The 12th annual Charleston Fashion Week® will take place from March 13 – 17, 2018 in Charleston, S.C. For more information and to apply to be a model, visit charlestonfashionweek.com.

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About Charleston Fashion Week®

Charleston Fashion Week®, one of the premier fashion weeks in North America, takes place from March 13 – 17, 2018 under the tents in downtown Charleston, S.C. This multimedia event showcases collections of emerging designers, nationally renowned designer runway shows, glamorous on-site and citywide activities, shopping, after-parties and much more. For more information, please visit charlestonfashionweek.com or @chasfashweek.

About Rock the Runway Model Search™

Models cast for the official Charleston Fashion Week® event model book qualify for the Rock the Runway Search™. Models are not required to participate in the Search to be selected for designer and boutique runway shows or special events. The Agents Choice Top Finalists are selected on Friday, March 16, 2018. That evening one female and one male model will be named the Grand Prize Winners at the event. New! One female and one male model will be named the People's Choice Top Model, the same evening.