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BAKER MOTOR COMPANY
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BAKER MOTOR COMPANY CHARLESTON FASHION WEEK® ANNOUNCES RECORD ATTENDANCE and \$3.5 MILLION IN 2015 CHARLESTON-AREA ECONOMIC IMPACT

Eight of the 2015 participating models already signed with national modeling agencies

(May 21, 2015) CHARLESTON, SC – Baker Motor Company Charleston Fashion Week® (CFW), one of the leading fashion weeks in the US, continues to grow and exceed expectations. With record attendance of more than 7,500 attendees, sponsor participation, and international media attention, the event made a significant impact to the local economy in 2015. According to the Dr. Wayne Smith at The College of Charleston, the 2015 5-day event boosted the local economy by close to \$3.5 million in its ninth year, an increase of nearly 20 percent from 2014.

CFW 2015 had the following characteristics:

- Total expenditure per out-of-town attendee was an average of \$1,900
- More than 7,500 highly educated attendees with significant disposable income
- More than 275 million media impressions including TV, print, radio, and online
- Social media reach over 6.5 million
- 93% of attendees polled expressed a high level of enjoyment of CFW 2015 and 85% of the sample stated they would return for CFW in 2016

In addition, since the end of CFW 2015 in March, eight of the participating CFW models have signed with national model agencies such as Directions USA, ELITE DIRECT, ELITE NYC, and Wilhelmina Miami.

“We are thrilled with the continued success of Baker Motor Company Charleston Fashion Week® and the recent survey results reinforce the growing economic impact of the event” said Jed Drew, president of Gulfstream Communications, which owns and produces CFW, as well as *Charleston* magazine and *Charleston Weddings* magazine. “We’re thankful to the community, our employees, participating retailers, vendors, sponsors, and volunteers for their support. This year’s inclusion of the Success Showcase Tent sponsored by Benefitfocus, and an expanded Media Center, The Belk Tent and Gwynn’s of Mount Pleasant VIP Lounge, as well as the debut of a full Spring Bridal Week presented by REEDS Jewelers and Tacori, brought further enhancements to the attendee experience. In addition, we continue to have success with both designers and models advancing their careers. We’re already knee deep into planning for next year, and the CFW 2016 dates will be announced later this summer.”

For more information, visit www.charlestonfashionweek.com. Find @ChasFashWeek on Twitter, Facebook, and Instagram.

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About Charleston Fashion Week®

Showcasing fashion designers, retailers, and models, Charleston Fashion Week® has fast 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 2015 event, held under the tents in Marion Square in Charleston, SC, featured more than 40 runway shows, the Spring Bridal Show, Emerging Designer Competition: East, and Rock the Runway Model Competition™. For more information, visit www.charlestonfashionweek.com.