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**BAKER MOTOR COMPANY**  
**CHARLESTON**  
**FASHION**  
**WEEK®**  
MARCH 15-19 / 2016

**10<sup>th</sup> ANNUAL BAKER MOTOR COMPANY CHARLESTON FASHION WEEK®  
LAUNCHES 2016 MODEL SEARCH**

*Event continues to prove itself as a leading national platform for aspiring models with nine CFW 2015 participants signed with national modeling agencies*

**(August 18, 2015) CHARLESTON, S.C.** – Baker Motor Company Charleston Fashion Week® (CFW), one of the nation's premier fashion events, launches its 2016 model search. A proven platform for aspiring models to gain access to careers in fashion modeling and design, CFW boasts nine 2015 participants who went on to sign with national modeling agencies.

CFW's nationwide model search and Rock the Runway Competition™ 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 and pay a small application processing fee [on CFW's website](#) by Thursday, September 11, 2015.

Each year, Charleston Fashion Week® sees a rise in application numbers, with many former CFW models returning to walk the runway and going on to land contracts with:

- DirectionsUSA Model Management, Elite Model Management, Factor Chosen, Ford, IMG, Karen Lee Group, RED NYC, and Wilhelmina Models Miami modeling agencies
- 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, Gilt Groupe, Marc by Marc Jacobs, among others.

**(MORE)**

## **CHARLESTON FASHION WEEK 1<sup>st</sup> Add**

"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 has appeared in print campaigns for Robert Cavalli and Uniqlo and walked for Salvatore Ferragamo, Louis Vuitton, Fendi, and more across the globe.

All models cast for Charleston Fashion Week® 2016 will train with renowned model coach Michelle Wood, receive payment for their participation, 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," said Head CFW Model Judge Karen Lee Grybowski of Karen Lee Group of New York City. "In fact, nine of the CFW 2015 participants signed with national agencies such as DirectionsUSA Model Management, Elite Model Management, Factor Chosen, and Wilhelmina Models Miami."

CFW's 2016 model search casting call will be judged by an industry panel consisting of Grybowski, and model coach Michelle Wood. For those chosen to be part of the Rock the Runway Model Competition™ during CFW 2016, judges will include representatives from top modeling agencies, such as Jill Joyce of DirectionsUSA Model Management, Michaela Goddard-Quesada of Elite Model Management, Kasia Koniar of Factor Chosen, and Erin Lucas of Wilhelmina Models Miami.

Applicants who are selected for the casting call will be notified and provided with an official date and time to audition during CFW's casting call weekend. For those who miss the online application deadline, an open casting call will take place on Sunday, September 27th, 2015 at Embassy Suites Charleston located in downtown Charleston. Open call models must register by 10:00 a.m EST. To view official rules and regulations, as well as keep up with further details, visit <http://charlestonfashionweek.com/backstage2016/models>

The 10<sup>th</sup> Annual Baker Motor Company Charleston Fashion Week® will take place from March 15-19, 2016 in Charleston, S.C. For more information, visit [charlestonfashionweek.com](http://charlestonfashionweek.com).

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### **CFW 2016 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 15 – Saturday, March 19, 2016. 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 18, 2016. <http://charlestonfashionweek.com/backstage2016/models>

## **ABOUT BAKER MOTOR COMPANY CHARLESTON FASHION WEEK®**

Showcasing fashion designers, retailers, and models, the 10<sup>th</sup> Annual 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 2015 event featured more than 40 runway shows, 7,000 attendees, *Charleston Weddings* magazine's Spring Bridal Show, the Emerging Designer Competition: East presented by Benefitfocus, and the Rock the Runway Model Competition™ presented by ALEX AND ANI. Baker Motor Company Charleston Fashion Week® 2016 is scheduled for March 15-19, 2016. For more information visit [charlestonfashionweek.com](http://charlestonfashionweek.com).