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LEXUS
CHARLESTON
FASHION
WEEK®
MARCH 14-18 / 2017
PRESENTED BY  LEXUS

**Charleston Fashion Week® Announces New Title Sponsor
Hendrick Lexus Charleston**

**11th ANNUAL CHARLESTON FASHION WEEK® LAUNCHES 2017 MODEL SEARCH –
30 MODELS SINCE 2015 HAVE SIGNED NATIONAL CONTRACTS**

(August 22, 2016) CHARLESTON, S.C. – Charleston Fashion Week® (CFW), one of the nation’s premier fashion events, has signed Hendrick Lexus Charleston as its new Title Sponsor for CFW 2017. Lexus is one of the world’s premier automotive brands, and Hendrick Automotive Group is one of the largest automotive retail organizations in the United States. The 2017 Event will be known as Lexus Charleston Fashion Week®.

“We are so excited to have Hendrick Lexus Charleston as the Title Sponsor for Charleston Fashion Week 2017,” commented Naomi Russell, Executive Director of Charleston Fashion Week. “Given that the Lexus slogan is “The Pursuit of Perfection/Amazing in Motion,” they parallel CFW’s aesthetic. Our goal is to discover new designer and model talent and propel their careers.”

Lexus Charleston Fashion Week® 2017 will be held March 14-March 18, 2017 under the tents in Marion Square. In coming months, we will be announcing the full calendar for CFW 2017, including much on-site activation by Lexus.”

Meanwhile, CFW 2017 has officially launched its 2017 model search. CFW’s nationwide talent search and Rock the Runway Model Competition™ supports and showcases a community of up-and-coming and undiscovered talent.

CFW is a proven platform for aspiring models to gain access to careers in fashion modeling and design. Thirty CFW models have been signed to national contracts since 2015. Recent CFW judges included senior scouts from Directions USA, Elite Model Management, Factor Chosen & Factor Atlanta, Ford, Karen Lee Group, and Wilhelmina Models Miami modeling agencies.

Interested applicants must complete an online application and pay a small processing fee. Please visit www.charlestonfashionweek.com/models for full entry details and to view the official rules & regulations.

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About Lexus Charleston Fashion Week®

Showcasing fashion designers, retailers, and models, the 11th Annual Lexus Charleston Fashion Week® (CFW) is 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 2016 event featured more than 40 runway shows, 8,100 attendees, *Charleston Weddings* magazine's Spring Bridal Show, the Emerging Designer Competition: East, and the Rock the Runway Model Competition™. Lexus Charleston Fashion Week® 2017 is scheduled for March 14-18, 2017. For more information visit charlestonfashionweek.com.

About Hendrick Lexus Charleston

The Hendrick Lexus Charleston mission is to provide the drivers of Charleston, SC and surrounding locations with prestigious, luxury cars, SUVs & Hybrid Vehicles. From unparalleled customer service to world-class quality, they implement high standards every day to meet customers' exacting expectations, which has earned them the Elite of Lexus designation for the past 19 years. As a certified Lexus dealer in Charleston, the company goes above and beyond to serve customers with amenities such as Lexus service loaner vehicles, a business center with free Wi-Fi, a coffee bar and refreshment area. Also, Hendrick Lexus Charleston has emphasized giving back to the local community and Lowcountry region. To learn more please visit <http://www.hendricklexuscharleston.com/> and [Facebook](#).

Encompassing 100+ dealerships from the Carolinas to California, Hendrick Automotive Group is one of the largest automotive retail organizations in the United States. Headquartered in Charlotte, N.C., the company employs more than 9,000 people in its dealerships, collision centers and accessories distributor installers across 13 states. For more information, please visit www.HendrickAuto.com.