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November 5, 6 & 7

Scottsdale Fashion Week Announces 2009 Highlights

Scottsdale, Ariz. – (August 17, 2009) – Scottsdale Fashion Week showcases the heart of Scottsdale’s retail and lifestyle district in a high-energy series of events where designers from across the country and around the world converge to showcase their fashions and celebrate the city’s vibrant fashion community. Scheduled for November 5, 6 and 7 the three-day ‘Art of Fashion’ events will feature the Designer of the Year competition, a model search, and Designer VIP Reception, as well as the popular Wearable ArtWalk, runways at Scottsdale Waterfront and Southbridge, and a Lifestyle Showcase.

AZCentral.com and the Scottsdale Museum of Contemporary Art (www.smoca.org <<http://www.smoca.org>>) have partnered with Scottsdale Fashion Week to present the 2009 Designer of the Year competition. Up-and-coming fashion designers who think they have what it takes to succeed in the fashion industry are encouraged to apply. Ten semi-finalists will be revealed at SMOCA Nights on October 3 and the top four finalists will be featured in a SMOCA fashion show on October 16. The winning designer will receive his or her own fashion show on the Southbridge runway. Contest information and applications are available at www.azcentral.com <<http://www.azcentral.com>>, www.scottsdalefashionweek.com <<http://www.scottsdalefashionweek.com>> and the Scottsdale Museum of Contemporary Art.

Scottsdale Fashion Square has joined with The Agency Arizona to conduct the Scottsdale Fashion Week ‘Model Search’. The search will be held on October 17 at Scottsdale Fashion Square. The lucky winner will have the chance to appear on the Fashion Week Main Runway. No advance interviews are required. Visit www.FashionSquare.com <<http://www.FashionSquare.com>> or the Scottsdale Fashion Week web site for details.

The Intercontinental Montelucia Resort & Spa (www.icmontelucia.com <<http://www.icmontelucia.com>>) will lead into Scottsdale Fashion Week by hosting an exclusive Designer VIP Reception on November 4. This invitation only event will enable guests to meet designers who will be showcasing their creations during Scottsdale Fashion Week.

The week will officially commence on November 5 with an opening presentation and the Wearable ArtWalk. This exciting on-the-street Milan-style evening, held in association with the Scottsdale Gallery Association (www.ScottsdaleGalleries.com <<http://www.ScottsdaleGalleries.com>>), will feature models showcasing notable one-of-a-kind pieces of 'art-to-wear' clothing and jewelry from nationally and internationally acclaimed wearable artists. More than 20 galleries along Main Street, Marshall Way and Stetson Avenue will be in the spirit of the evening with provocative shows and exhibits.

The evenings of November 6 and 7 will be alive with over two-dozen runway shows. The Main Runway will be located on the Scottsdale Waterfront at Scottsdale and Camelback Roads. This New York style tented fashion show will showcase leading fashion designers and tastemakers on an 80-foot runway. Coinciding with the In-Tent shows, an outdoor runway under the stars across the Arizona canal at Southbridge will feature up-and-coming designers.

This year Scottsdale Fashion Week is partnering with Fresh Start Women's Foundation (www.wehelpwomen.com), Make-A-Wish Foundation (www.wishaz.org), Childhelp (www.childhelp.org), Cystic Fibrosis (www.cff.org), and Chances for Children. Charities are being given the opportunity to sell Fashion Week tickets and for their efforts they will receive a percentage of ticket sales. Tickets range from \$25 for general admission to \$200 for an All Evening Premium show ticket. Tickets can be purchased through the charity partners and at www.scottsdalefashionweek.com <<http://www.scottsdalefashionweek.com>>.

The 2009 Scottsdale Fashion Week marketing partners are the City of Scottsdale, the Scottsdale Convention & Visitors Bureau, Scottsdale Fashion Square, Scottsdale Waterfront Residences, SouthBridge, the Scottsdale Gallery Association, *The Arizona Republic*, azcentral.com, *az Magazine*, Intercontinental Montelucia Resort & Spa, Joya Spa, Prado, Olive & Ivy, Tapas Papas Frittas, and Tutto.

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