



Sheila Dixon

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Mayor Dixon Announces Baltimore Fashion Week

Baltimore, MD (August 6, 2008) – Mayor Sheila Dixon was joined by state Senator Catherine Pugh to announce events during Baltimore’s first “Fashion Week.” The Mayor was joined by Sharan Nixon, Founder and CEO of Baltimore Fashion Week, and Robin Prothro, Executive Director of the Maryland Affiliate of Susan G. Komen for the Cure. The week-long event is a showcase for the region’s fashion industry, bringing business leaders and savvy consumers together to celebrate Baltimore’s unique style.

“Baltimore Fashion Week will be an outstanding opportunity for the creative young people working in the field of fashion to showcase their talent and attract the attention they need to succeed,” said Mayor Dixon. “The shows, workshops and other events will help highlight many of Baltimore’s aspiring artists and their creations.”

Also joining the Mayor at the announcement was Samm, who brought pieces from his Viola Ricci collection. Samm is a local designer who uses organic and other eco-friendly material in his designs.

Fashion Week events will take place at the War Memorial Building at 101 North Gay Street from Monday, August 11, to Friday, August 15. Tickets to the events can be purchased online or over the phone. A portion of the proceeds will be donated to four local non-profit organizations: Susan G. Komen Foundation of Maryland, Today’s Youth Center, Sylvan Beach Foundation and HERO.

In keeping with Mayor Dixon’s initiative to make Baltimore a cleaner and greener city, Fashion Week is featuring designers who use reclaimed and organic material.

On Monday evening, Mayor Dixon will host the opening night runway event, “Think Pink.” The dress worn by the Mayor that evening will be put on display and auctioned throughout the week. All proceeds from the auction will be donated to Susan G. Komen Foundation of Maryland.

Baltimore’s Fashion Week will premiere a series of workshops for individuals interested in learning more about fashion – from how to apply makeup, to becoming a fashion photographer, to developing a signature strut on the runway. World-renowned photographer Roy Cox of Roy Cox Photography and famed image consultant and runway

coach Ivory Narvell are among those scheduled to appear.

“This is a chance for local designers to participate in a professional, but affordable showcase,” says Sharan Nixon, Executive Director of Baltimore’s Fashion Week. “Getting the right exposure can be difficult for professionals outside of New York and Los Angeles. This is a way to get directly to the buyers, stylists and press essential for success in this industry.”

For more information about events during Baltimore Fashion Week, visit their website, www.baltimoresfashionweek.com/Home_Page.html.

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