

## Welcome to Fashion Week CLEVELAND!

Who knew fashion could be this powerful? Fashion Week Cleveland 2011, armed with the creations of a wide array of talented designers, will bring together a dizzying array of organizations within the city during the first week of June. These have included the Cleveland Clinic Children's Hospital, Cleveland Public Library, Greater Cleveland Sports Commission, National Aeronautics and Space Administration, Cuyahoga County Public Library, Intermuseum Conservation Association, Hard Rock Cafe - Costumes Collection, and the Western Reserve Historical Society. What is it about Fashion Week Cleveland (FWC) that compels such a diverse group of organizations to participate in the event? The answer has a great deal to do with FWC's main focus as "the educational fashion week", a driving force that has made FWC one of the top industry events in the United States.

This annual convention does not limit itself to runway shows; it also incorporates exhibits, films, lectures, and workshops at cultural and educational institutions. FWC serves to inform consumers and industry leaders of the cultural importance and economic contributions of the fashion industry. That is why leading industry publication Women's Wear Daily calls us "a regional phenomenon that's become the nation's third largest fashion week after New York and Los Angeles".

The vast selection of learning opportunities include a seminar covering the form and function of space suits by the National Aeronautics and Space Administration's Glenn Research Center, Ursuline College's historical presentation on the influence of the military on fashion, the International Women's Air & Space Museum discussion on WASPs in WWI, and a special appearance by Cleveland architect and Tuskegee Airman Arthur Saunders. FWC's Art & Cultural Educational Programming will be on Saturday, June 5 at the Western Reserve Historical Society.

The Cleveland Fashion Show — black tie gala is FWC's grand finale featuring top American designers. This event features collegiate and professional designers from across the United States. The event will be Saturday, June 12 at La Place in Beachwood, Ohio.

Cleveland is a city of collegiate, cultural, and medical institutions. Our fashion week is a reflection of the city it represents. Something that is uniquely Cleveland; reserved, educational, and intelligent. This deepening of Fashion Week Cleveland's strategic vision has made us absolutely unique and truly innovative, and we believe those who sponsor and partner with Fashion Week Cleveland will share in our success. Cleveland... a smart city, on a great lake.

See you at Fashion Week Cleveland!

Donald C. Shingler

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President and Founder

Fashion Week Cleveland LLC

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