

## Welcome to Fashion Week CLEVELAND!

Who knew fashion could be this powerful? Fashion Week Cleveland 2010, 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 May. Anticipated participants include Crawford Auto-aviation Museum, National Aeronautics and Space Administration, Tuskegee Airmen, United States Air Force, Ursuline College, Western Reserve Historical Society's Chisholm Halle Costume Wing, and Women's Air & Space Museum. Further all of the fashion design and merchandising programs in the State of Ohio.

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".

Last year's vast selection of learning opportunities included a talk and book signing by Eco-Chick author and style editor/columnist Starr Vartan, a screening of the film documentary "Head Over Heels" at the Cleveland Public Library, an exhibit hosted by Hard Rock Café featuring rock and roll costumes, a seminar covering the form and function of space suits at the National Aeronautics and Space Administration's Glenn Research Center, a history of fashion lecture, film, and exhibit at the Western Reserve Historical Society's Costume Wing, and a program covering garment preservation at the Intermuseum Conservation Association. This year's educational programming will be equally informative and entertaining.

There are two inspirational runway events, featuring 40 artist and designer shows, to be enjoyed during FWC. unclothed: A Mixed Media Runway Show and the Cleveland Fashion Show. The "unclothed" show (May 1) is an underground, edgy happening with special effects and one-of-a-kind creations... a wearable art runway show. The Cleveland Fashion Show & black tie gala (May 15) is FWC's grand finale featuring top American designers. This event features collegiate and professional designers from across the United States.

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

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