

Portland Fashion Week Announces Programs for 2011 With Focus on Business of Fashion

Retail and Wholesale Showroom Partnerships create New Business Opportunities
A World-class Eco-Sustainable and Independent Designers Lineup, and
The Emerging Designers Award Will Showcase Cutting-edge Collections

PORTLAND, Ore., Aug. 3, 2011 - Portland Fashion Week Spring/Summer 2012 Collections will take place Oct 5-9, with a PFW Market day on Oct 9. This season will highlight Oregon's creative edge in fashion and the growth opportunities presented by the convergence of style and sustainability. Independent designers will be on the center stage of the world's only certified-sustainable production of a fashion week.

Portland Fashion Week designers will receive extraordinary exposure through a high-end runway show, and the business benefits of an exclusive page in the high-traffic PFW website and other marketing and media opportunities. Those include a rack-space in PFW Market, two months of showroom service from Showroom International, individualized consultancy from industry-leaders, including the President of world-known tradeshow Designers & Agents, and a trend consultant of Peclers Paris, all at no additional cost to the Portland Fashion Week designers.

PFW is launching a shopping campaign "[Portland Fashion Week::Come Shop Buy](#)" to create closer ties between the designers, retailers and shoppers, overlapping the PFW dates. Along with individual retailers around town, Portland's Pearl District Business Association has joined this campaign as a stakeholder in this fashion showcase through a series of cross-marketing initiatives.

On **Wednesday October 5, 2011**, the third annual [Catapult, The Emerging Designers Award](#) will present the finalists competing for the title in a runway show-series. The winning prize package includes a full-collection runway show at Portland Fashion Week 2012, a full spread in Portland Monthly Magazine, a yearlong showroom-service by Showroom International, and more. Designers interested in a spot in [Catapult](#) must audition **August 28** (10am-1pm) in front of a high-powered industry panel, at Benson Hotel (309 SW Broadway). [Model auditions](#) for the runway shows will also take place on **Aug 28** at the Benson: 2pm-4pm (agency models) and 4pm-6pm (un-affiliated). Detailed requirements for audition will be available at portlandfashionweek.net

Some of the distinguished designers who have already reserved their show-spots on the runway are, Anna Cohen (WWD cover, Vogue France, NY times, Elle France), Seth Aaron (winner of Project Runway Season 7), Jay Sario (Project Runway finalist), Ethos Paris, Ms. Wood (winner of PFW Catapult 2010) and Stephanie D. Couture.

Media contact:

Prasenjit Tito Chowdhury
PFW Productions LLC
1255 N.W. Ninth Ave., # 211
Portland OR 97209
pfwpr@portlandfashionweek.net

