

On behalf of Alain Perez, Aleksander StoJanovic, Matt Heien,
Aba Kwawu and SiINC Agency, with the support of Craig Robins and Dacra,
We are pleased to announce the launch of:



March 10-13th, 2010

FOR IMMEDIATE RELEASE

(February 22nd, 2010 Miami, FL) – The team that brought you **Funkshion** is pleased to announce a new venture with the support of the team behind **Design District** and **Design Miami**. This newly formed fashion platform will be known as **FASHIONmiami**. The spotlight on Miami's cultural significance in the world of design and art is undeniable. **FASHIONmiami** aims to turn that spotlight on fashion and create a destination for designers, press and buyers. www.fashionmiamishows.com

FASHIONmiami will launch this winter (2010), with a schedule of Fall/Winter 2010 collection runway shows and events taking place from March 10th to March 13th at the stunning 35,000 sq ft temporary structure in the heart of the Design District. Referred to as the the “SoHo” of Miami by the *Financial Times*, and “A Mecca for those in search of style” by the *New York Times*. The neighborhood is home to **FASHIONmiami**, Design Miami, Limited Edition Experiences and hosts an array of events associated with Art Basel Miami Beach.

“The concept behind **FASHIONmiami** stems from the idea to consolidate multiple fashion events around the city and house them all under one roof - in one week” says **FASHIONmiami co-founder Alain Perez**. “We will now host Gen-Art’s Fresh Faces shows, the FGI Emerging Designers Competition presented by Chrysler, Custo Barcelona, Funkshion, as well as multiple independently produced runway shows and showcases.”

“We are extremely pleased to have our 6th annual *Fresh Faces in Fashion* Miami show open **FASHIONmiami** in the fabulous Design District – which also has been home to our Miami Art Basel events for the past two years!” said **Gen Art CEO/Founder Ian Gerard**.

“**FASHIONmiami** promises to be an extraordinary event. The runway shows coupled with the ancillary programming will provide a platform for showcasing the innovation and creativity in today’s fashion industry. **FASHIONmiami** – which is rich in content, creativity and combines commercial interests that are relevant to consumers – is just the type of programming we strive to promote in the Miami Design District. We are pleased that **FASHIONmiami** will call the Miami Design District its home.” Says **Craig Robins, president and CEO of Dacra Development**.

The Miami Design District (www.miamidesigndistrict.net) is a unique, 18 square-block neighborhood just north of downtown Miami. The Miami Design District is the location of choice for exclusive retailers and fashion brands. The Miami Design District is also home to world-renowned furniture and design companies and art galleries.

Since 1925, the Chrysler brand has delighted customers with distinctive designs, allowing drivers around the world to always "Arrive in Style." Fashion Week Miami represents the perfect platform to support not only the fashion industry, but the ideals of design and craftsmanship, along with intuitive innovation and technology. These are shared traits between the Chrysler brand and the talented designers that show and illustrate in their collections during **FASHIONmiami**.

Specific designers and show dates to be announced shortly.

All **FASHIONmiami events to take place on NE 39th St corner at 1st Court in the Design District**

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