

SWFW | SOUTH WALTON FASHION WEEK



FOR IMMEDIATE RELEASE

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South Walton Fashion Week Announces Emerging Designer Finalists and Panel of Distinguished Judges

South Walton Fashion Week takes place October 6-12 in Grand Boulevard at Sandestin's Town Center and is proudly produced by the Cultural Arts Alliance of Walton County and presented by Visit South Walton

Santa Rosa Beach, FL – (September 29, 2014) South Walton Fashion Week (SWFW) announces nine emerging designer finalists who will compete on the runway with individual shows next Thursday, Friday and Saturday October 9, 10 and 11th in Grand Boulevard at Sandestin's Town Center.

The featured designers include Romey Roe from New Orleans, LA; Nikki Manuel of American Prep from Baton Rouge, LA; Maria Bailey of MZK Designs from West Africa; Nayoung Grace LaPerriere of Amazing Grace Couture from South Korea; Caroline Smith of Janie F. Couture from Dothan, AL; Tara Skelley of Dilettante Collection from Memphis, TN; Quieesha Burns of Bodii Bii Corii from Syracuse, NY; Annie Etzel of Annie E. from Louisiana; and Andi Eaton of Hazel & Florange from New Orleans, LA. Designers' complete bios may be found at swfw.org.

SWFW
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OCTOBER 6-12 | 2014
GRAND BOULEVARD AT
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A panel of distinguished judges including nationally acclaimed designer Mychael Knight, renowned New York designer Jin Seo of 51 Inc, Sarah Davidson, Nashville singer/songwriter and style blogger, and Lisa Burwell, publisher of VIE Magazine will judge the competition awarding SWFW's Emerging Designer of the Year \$1,500, a photo shoot by Sheila Goode, a spread in VIE Magazine's Fashion Issue 2015 and his or her own runway show at SWFW 2015.

Laura James, *America's Next Top Model* Cycle 19 Winner, Yvette Nation of MAC Cosmetics, Sheila Goode of Sheila Goode Photography and Tracy Thomas of *VIE Magazine* will judge the SWFW Model Competition.

Yoanna House will emcee SWFW runway shows. House was discovered on CW's hit reality series *America's Next Top Model Cycle 2*. Previously House was the host of *The Look for Less* on the Style Network. Currently, she can be seen on weekly beauty and style segments on *First Coast Living*.

Both Emerging Designer Winner and Model Competition Winner will be selected and announced Saturday night, October 11.

South Walton Fashion Week is produced by the Cultural Arts Alliance of Walton County, presented by Visit South Walton and hosted by Grand Boulevard at Sandestin's Town Center.

Tickets are on sale with prices starting at \$55 for daily tickets and \$150 for VIP packages. For additional information, please contact the Cultural Arts Alliance at (850) 622-5970, info@swfw.org and swfw.org.

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About South Walton Fashion Week

South Walton Fashion Week's events will showcase South Walton's premier fashion boutiques and local and national designers with exclusive runways shows, special events and trunk shows; and it will host an international Emerging Designer Competition and Model Competition, ultimately helping launch careers of up and coming talent. The festivities will take place throughout South Walton in upscale boutiques and in Grand Boulevard at Sandestin's Town Center. A Style Lounge with Pop-Up Shops, a Launch Party, and Runway Shows will shape South Walton Fashion Week, bringing fashion to the beautiful sugar white beaches and turquoise waters of Northwest Florida's Gulf Coast.

About The Cultural Arts Alliance:

The Cultural Arts Alliance of Walton County (CAA) supports the arts through leadership, advocacy, funding, programs and education. The vision of the CAA is to make Walton County a creative place in which to live, work and visit - a destination for cultural and artistic excellence where lives are enriched, economy is stimulated and community is strengthened. Learn more at CulturalArtsAlliance.com.