

# BOSTON FASHION WEEK 7 8 9 10 11 12 13 14

BOSTONFASHIONWEEK.COM SEPTEMBER 7-14, 2007

## A Letter from the Founder

Fashion has been called art, culture and communication. Now in Boston, fashion can be defined as community. Above and beyond the hype and glamour that drives fashion, what really brings together the many artists who participate in Boston Fashion Week is a sense of community. With this in mind, the cultivation of the fashion arts at the grassroots level is a sound concept that promises to benefit the public as a whole, affecting education, culture, charities, tourism and the economy.

I am very happy to announce that Boston Fashion Week has been scheduled for September 7th thru the 14th and thanks to the rousing response from the local fashion industry it should prove to be a very exciting week! Boston Fashion Week is operated by volunteers that include professionals from every fashion related field, students and fashion devotees.

The runway shows alone will fill your calendar with "must sees." Once you've enjoyed couture creations on the catwalks it's time to rub elbows with designer crowds and model guests at a series of the hottest parties. But don't let your experience end there! Attend the Style Summit and meet nine women who are among Boston's most influential fashion professionals.

For those needing a little retail therapy there is the Boston Fashion Trail, mapping out the most fashionable path to the retailers, restaurants, salons, spas and other establishments that will provide special offers, in-store events and other promotions throughout the week. Find the perfect outfit or accessory, eat out in style or pamper yourself with luxury services. This is the ideal way to experience fashion as a complete lifestyle.

Many cities now have a fashion week of their own. We established Boston Fashion Week in 1995. Two things that have remained a central theme of our week are community building and providing the public direct access to the local fashion scene. Locals and visitors alike are extended an invitation to be a part of our fashion community during this eight day celebration of style. There is no better way to do that than to partake in the many scheduled fashion shows, special events, educational programming and glamorous parties.

We encourage each of you to visit the Boston Fashion Week website today and to sign up for the free newsletter. This will be your best resource for current information. Get complete details, the latest updates and new additions to the schedule at [BostonFashionWeek.com](http://BostonFashionWeek.com)

See you in the front row!

Jay Calderin  
Founder & Executive Director

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## The Grass Roots of Boston Style

Boston is a city where fashion is still accessible and growing. No longer a preppy town, says Fashion Group International (FGI) Co-Regional Director, Mary Garthe, Boston's "new look" is the result, in part, of an influx of fashionable stores at any price point, like H&M and Valentino. September 7<sup>th</sup>, the first day of Boston Fashion Week also marks the opening of the Natick Collection featuring the area's first Nordstrom as well as many luxury retailers and restaurants. But it isn't just the retail stores that are contributing to the maturation of fashion in Boston. There are six local schools that offer programs in fashion design —Bay State College, Fisher College, Lasell College, Massachusetts College of Art, Mount Ida College and the School of Fashion Design. This powerful combination of retail, fashion education and the accessibility of the local fashion industry is what drives Boston Fashion Week and its many events.

One such event is "Fashion Prep," a talk for teens about the fashion industry hosted by the School of Fashion Design, taking place on September 8<sup>th</sup> at the Boston Public Library. This talk is important, because as Sondra Grace, professor and coordinator of Fashion Design at Massachusetts College of Art says, the current culture of instant celebrity designer labels like Gwen Stefani's L.A.M.B. and Sarah Jessica Parker's Bitten, creates an often misunderstood fashion industry that many think offers a quick and easy rise to success. But, Grace says, "The industry is so vast, so technically directed that you need to have training."

Grace, in addition to several other leading fashion industry members will be speaking at another event, The Style Summit, held on September 10<sup>th</sup> at the Boston Center for Adult Education. This panel event will feature such speakers as designers Denise Hajjar and Marie Galvin; FGI's Mary Garthe, and several members of the local fashion media discussing being "In Fashion Today," a kind of how-to for designers and other professionals who must keep up with what is new and constantly reinvent themselves for "today".

In addition to sharing their knowledge about the fashion industry, experts have also come together to support rising talent in design and modeling. Shirley Willett, designer and pattern engineer, will join protégés Teresa Crowninshield, Ilma Paixao and others in a collaborative show, "Past, Present, Future" on September 8<sup>th</sup>. Betty Riaz, owner of Stil, is sponsoring one of her sales associates, Sam Mendoza, to show his collection in a runway show on September 12<sup>th</sup>. According to Mendoza, "The scene here harbors designers. I am still a senior at Boston University and it has been very organic here for me —the whole process and people receiving me."

modelBOSTON, sponsored by Viewfinder Productions, is a model competition for new talent—models who have been represented for less than one year—that begun to take shape in the spring. After a two-day open call, contestants were voted on by the public and professionals from all areas of the fashion industry including design, makeup and photography. The winners — Kristen Kish of Dynasty Models and Chris Hanly of Maggie Inc. —were awarded five photo shoots with five different photographers, each of whom was to photograph the models with their own vision. In addition, Viewfinder Productions provided a full production team for each of the photo

shoots. These shoots were videotaped and will be made into a short film. The film and the photos will be shown on closing night of Boston Fashion Week on September 14<sup>th</sup>.

To further encourage and acknowledge this collaboration between leading industry members and young talent, Boston Fashion Week is hosting the Ladder Awards, an awards ceremony that celebrates established professionals and rising stars in the fashion industry on September 13<sup>th</sup>. The purpose of this event is to recognize members of the fashion industry that aren't normally in the limelight. It is sponsored by Fashion Group International, a non-profit foundation of fashion industry professionals whose mission is "to be the pre-eminent authority on the business of fashion and design, and to help its members become more effective in their careers."

According to Mary Garthe, the Co-Regional Director of Fashion Group International's Boston region, they decided to sponsor the Ladder Awards because, "We felt it was the perfect partnership." This partnership will also help with FGI's new goal, which is to begin seeking out younger membership. "We want young professionals, men & women in all areas of fashion and design related industries —including apparel, accessories, beauty and home."

It is clear that the fashion climate is changing. Now more than ever Boston is establishing itself as a city that has its own fashion. Sondra Grace comments, "Boston is so close to New York City, yet we haven't been swallowed up by it. Other surrounding areas like Philadelphia and Rhode Island associate themselves with New York City, but we still have our own identity." And demonstrating that in full force are the members of Boston's fashion community coming together during Boston Fashion Week.

- Devin Bramhall

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