



CELEBRATE FASHION

MARCH 20-24, 2012

 **NASHVILLE**
FASHIONWEEK
BENEFITING THE NASHVILLE FASHION FORWARD FUND
OF THE COMMUNITY FOUNDATION OF MIDDLE TENNESSEE

MISSION



PHOTO: Dustin Lewis

Lexus Nashville Fashion Week is a celebration of Nashville’s thriving fashion and retail community and the city’s array of creative talent. With runway shows at venues throughout the city, panels that feature industry experts on the art, craft and business of fashion, in-store events at boutiques and retailers, Nashville Fashion Week aims to engage both Nashvillians and visitors—spotlighting a city where style, just like music, defines us.

And because Nashville is truly a city that gives back, proceeds from Nashville Fashion Week support the Nashville Fashion Forward Fund of The Community Foundation of Middle Tennessee. The fund provides an annual award to advance the career of select local talent with demonstrated experience in a fashion-related field.

Nashville Fashion Week is planned and directed by a volunteer collaboration of fashion, retail and media professionals who have partnered to combine resources and passion to create this event.

NASHVILLE FASHION FORWARD FUND

The Nashville Fashion Forward Fund was established in 2011 with funds from the first Nashville Fashion Week to support the next generation of fashion industry professionals with ties to Middle Tennessee and provide financial awards for professional development. The Fund and application process is managed by The Community Foundation of Middle Tennessee. Award recipients are selected by a committee of the Board of CFMT. Applications are accepted in the fall with winners announced early January.

The establishment of the fund was inspired by the professional development opportunities provided by the Council of Fashion Designers (CFDA) through programs such as the CFDA/ Vogue Fashion Fund. The Nashville Fashion Forward Fund ensures that Nashville Fashion Week is not just a signature high-profile event to celebrate creativity, but also an ongoing, sustainable focus for philanthropic support.

“What a difference the Nashville Fashion Forward Fund is already making! And what a difference it will continue to make to enhance our region’s role as a place which nurtures creative talent and opportunity. As the Nashville Fashion Forward Fund grows with the proceeds from Lexus Nashville Fashion Week 2012 and future fashion weeks, so will the support available to the next generation of talent in our local fashion industries.” — Ellen Lehman, president of The Community Foundation of Middle Tennessee

JULIANNA BASS



NASHVILLE **FASHION** FORWARD FUND RECIPIENT 2012

The Community Foundation of Middle Tennessee selected designer Julianna Bass as the first Nashville Fashion Forward Fund award recipient. Bass, a Pulaski, Tennessee native who studied apparel and costume design at both MTSU and the Fashion Institute of Technology launched her first collection in 2008 and went on to show her 2011 fall collection at Nashville Fashion Week that same year. She used proceeds from the Fund to attend “The Bread and Butter Trade Show” in 2012, a European market in Berlin, in order to expand her contacts throughout the industry.

“This trip was just the inspiration I needed to take my brand to the next level,” said Bass. “Attending the show put me in touch with the European market and gave me a better angle on my competition. The New York shows don’t compare to the elaborate European productions. Ideas started churning the minute I arrived and have yet to slow down. Thanks again for a truly unforgettable experience. I would have never made it to Berlin without the Nashville Fashion Forward Fund.”



PHOTO: Dustin Lewis

SPONSORS

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Lexus of Nashville[^]

PRESENTING SPONSOR

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Fashion Bytes
George Dickel Tennessee Whisky
Grand Avenue[^]
imogene + willie
Jive! A Digital Print Factory[^]
kevin murphy
Lipman Brothers[^]
Lotus Energy Drink[^]
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Sassy Bitch Wine
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The Cotton Mill
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Levy's[^]
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The Community Foundations[^]

[^] RETURNING SPONSOR

PRESENTED BY



SPONSORED BY

the MALL at
GREEN HILLS



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S P O N S O R T E S T I M O N I A L S



Lexus of Nashville is proud to have been the title sponsor for the inaugural and subsequent Lexus Nashville Fashion Weeks in 2011 and 2012. We are thrilled to foster this burgeoning industry in Music City while highlighting our brand to its diverse array of supporters. From distinguished fashionistas to emerging designers, Nashville Fashion Week truly reflects the diversity of our fair city and shows just how much we've grown in the past decade. What's more exciting is that through the support of the Nashville Fashion Forward Fund, which directly benefits the fashion arts community in our city, this celebration will continue to grow for many years and highlight the best up-and-coming talent in Nashville. Lexus of Nashville looks forward to continuing a partnership with Nashville Fashion Week in the years to come."

Lexus of Nashville

ATTENDANCE

FIVE NIGHTS OF FASHION SHOWS AT
UNIQUE LOCATIONS **1800**

THREE EXPERT INDUSTRY PANELS AT
THE FRIST CENTER OF VISUAL ARTS **375**

TIM GUNN FASHION SHOW AT
THE MALL AT GREEN HILLS **575**

BOUTIQUE-SPONSORED EVENTS
THROUGHOUT THE CITY **2000**

PARTIES, RECEPTIONS
& SPECIAL EVENTS **1000**

VOLUNTEERS **105**


NASHVILLE
FASHIONWEEK
 BENEFITING THE NASHVILLE FASHION FORWARD FUND
 OF THE COMMUNITY FOUNDATION OF MIDDLE TENNESSEE

MARCH 20 -24, 2012
OFFICIAL SCHEDULE
NASHVILLEFASHIONWEEK.COM

SCHEDULE

TUESDAY 3/20	WEDNESDAY 3/21	THURSDAY 3/22	FRIDAY 3/23	SATURDAY 3/24
TBA THE TRUNK NASHVILLE	TBA THE TRUNK NASHVILLE	TBA THE TRUNK NASHVILLE	TBA THE TRUNK NASHVILLE	TBA THE TRUNK NASHVILLE
10AM - 6PM / GREEN HILLS, HILLSBORO VILLAGE & 12SOUTH COTTON MILL FIRE FINCH GUS MAYER H. AUDREY HABIT IMOGENE + WILLIE WOO SKINCARE & COSMETICS	10AM - 6PM / HILLSBORO VILLAGE & WEST END FIRE FINCH UAL	10AM - 6PM / HILLSBORO VILLAGE FIRE FINCH JAMIE	10AM - 6PM / HILLSBORO VILLAGE, MIDTOWN & DOWNTOWN FIRE FINCH JAMIE MANUEL AMERICAN DESIGNS INC. MODERN TROUSSEAU	10AM - 6PM / HILLSBORO VILLAGE & GREEN HILLS FIRE FINCH JAMIE LEVY'S
10AM - 6:30PM / GREEN HILLS HEMLINE	10AM - 6:30PM / GREEN HILLS PLUCKY	10AM - 6:30PM / COOL SPRINGS HOUSE OF STELLA		10AM - 9PM / THE MALL AT GREEN HILLS ABSOLUTION THERAPY SYSTEMS
10AM - 9PM / THE MALL AT GREEN HILLS KATE SPADE	10AM - 9PM / THE MALL AT GREEN HILLS KATE SPADE	10AM - 9PM / THE MALL AT GREEN HILLS KATE SPADE	10AM - 9PM / THE MALL AT GREEN HILLS KATE SPADE	12 - 4PM / THE MALL AT GREEN HILLS SUZANI STYLES
12 - 6PM / GREEN HILLS POSH HILL CENTER	12 - 6PM / HILLSBORO VILLAGE POSH HILLSBORO VILLAGE	1 - 2:30PM / FRIST CENTER FOR THE VISUAL ARTS INDUSTRY PANEL : WHAT MAKES A BRAND? presented by imogene + willie	11AM - 6PM / EAST NASHVILLE ALEGRIA GOODBAY GIRLS MOSS	
1 - 4PM / WEST END MARGARET ELLIS JEWELRY - NINA KUZINA FINE ART GALLERY	1 - 3PM / BELLE MEADE BLUSH BELLE MEADE	1 - 3PM / BRENTWOOD BLUSH BRENTWOOD	12 - 5PM / GREEN HILLS THE COSMETIC MARKET HILL CENTER	1PM / THE MALL AT GREEN HILLS TIM GUNN SPRING 2012 FASHION SHOW
3 - 6PM / GREEN HILLS ROYA		2 - 6PM / BRENTWOOD & FRANKLIN JONDIE STACEY RHODES BOUTIQUE	12 - 6PM / MIDTOWN & THE GULCH FRESH SALON MARGARET ELLIS STUDIO N2 SKIN	
4:30 - 6:30PM / GREEN HILLS PLUCKY	3:30 - 6:30PM / BELLE MEADE ATELIER	3 - 4:30PM / FRIST CENTER FOR THE VISUAL ARTS INDUSTRY PANEL : SOUTHERN FASHION NOW presented by imogene + willie	3 - 6PM / DOWNTOWN WEAR IT OUT MANUEL	
7:30PM / MARATHON MUSIC WORKS VALENTINE VALENTINE BY SMITH T. RAINS	7:30PM / MARATHON MUSIC WORKS LEONA WAI MING SJOBECK EVA FRANCO ZANG TOI	7:30PM / MARATHON MUSIC WORKS AMY. B. BLACK BY MARIA SILVER BRITTANY BLAIR PINK ELEPHANTS THE TRUNK NASHVILLE TUFT JULIANNA BASS	4:30 - 6:30PM / GERMANTOWN PETER NAPPI	8PM / THE PINNACLE BUILDING JAMIE AND THE JONES KAL RIEMAN SYLVIA HEISEL MAGID BERNARD RANDI RAHM
9:30PM - 12:30AM / VIRAGO OFFICIAL NFW AFTER PARTY			8PM / THE PARTHENON, CENTENNIAL PARK WHITE RABBIT RED DOLL G-STAR RAW KATHARINE KIDD VERSACE COLLECTION	10PM - 1AM / THE PINNACLE BUILDING OFFICIAL NFW WRAP UP PARTY: STUDIO AM

PARTICIPATING BOUTIQUES WILL DONATE A MINIMUM OF 10% OF SALES FROM THEIR EVENTS TO THE NASHVILLE FASHION FORWARD FUND.
 ITEMS IN PINK ARE OFFICIAL NFW EVENTS. SCHEDULE SUBJECT TO CHANGE. FOR TICKETING / REGISTRATION INFORMATION FOR NFW EVENTS & THE MOST CURRENT SCHEDULES, VISIT NASHVILLEFASHIONWEEK.COM.

LOCATIONS

TUESDAY - THURSDAY, MARCH 20 - 22



FRIDAY, MARCH 23



SATURDAY, MARCH 24



DESIGNERS

amy.b.*
Black by Maria Silver*
Brittany Blair*
by Smith
Eva Franco
G-Star Raw
Jamie & The Jones*^
Julianna Bass^
Kal Rieman
Katherine Kidd^
Leona*^
Magid Bernard
Pink Elephants*
Randi Rahm
Reddoll
SJOBECK
Sylvia Heisel^
T. Rains^
Trunk*
Tuft*
Valentine Valentine*^
Wai Ming
White Rabbit*^
Versace Collection
Zang Toi



PHOTO: Andy Evinger

* LOCAL DESIGNER

^ RETURNING DESIGNER

DAY 1

VALENTINE by **SMITH** *T. Rains*

DAY 2

leona **WAI MING** **SJOBECK** *Eva Franco* 

DAY 3

amy.b. *Black by Maria Silver* *Brittany Blair*

  **TUFT** **JULIANNA BASS**

DAY 4

WHITE RABBIT **REDDOLL** **G-STAR RAW**  **VERSACE COLLECTION**

DAY 5

JAMIE AND THE JONES **KAL RIEMAN** *sylvia heisel* **MAGID BERNARD** *Randi R. Rahm*

DESIGNER TESTIMONIALS

JAMIE AND THE JONES

Nashville Fashion Week 2012 continued to prove its stamina in the second year of runway shows by showing highly admirable designers along with those who make Nashville unique. Not only was this a great marketing experience for our brand, it was also an educational platform with Imogene and Willie's Southern Fashion Now panel, where we sat alongside wonderful fashion patrons of the Nashville area and discussed the 'highs and lows' of making it big in a smaller city. Being a part of the local Nashville fashion scene with our brand Jamie and the Jones, we genuinely feel that Nashville Fashion Week will continue to provide a well-executed, educational, and professional experience that will shed light on every avenue of the fashion industry.

Jamie and the Jones

Leona

"I just wanted to say bravo on another successful Nashville Fashion Week! It was a fantastic experience and we were honored to be a part of everything! I am so proud of all of you and Nashville! You have a wonderful mission that you all work so hard. It is truly paying off! Thank you for being supporters of Leona and allowing us to showcase on the best stage in the Southeast!"

Leona Collection

MAGIDBERNARD

"Our experience in showing at Nashville Fashion week was simply fabulous! The energy and enthusiasm of everyone involved in the event was positively infectious. Their fashion knowledge and professionalism is outstanding at every level. We learned, after the finale, that everyone involved was a volunteer. We have never experienced this kind of commitment to a fashion event. As a city, Nashville will come as delightful surprise for designers who have not yet discovered it. It delivers the warmth of southern hospitality with sophisticated, world-class style."

Magid Bernard

Black
by
Maria
Silver

"Being a part of Nashville Fashion Week helped kick start my path back into the fashion world after years in music. I made numerous connections from all over the country and am now opening up a design studio here in town. I'm looking forward to the next NFW and am thrilled to be a part of Nashville's rapidly growing fashion community."

Maria Silver

sylvia heisel

"What can I say about Nashville Fashion Week? Immensely fun and filled with high energy positive people. It was an honor to participate and a blast to be part of. Everyone I met from Nashville Fashion Week has amazing style, talent and goodness.really really fun and they let me put the world's cutest Chihuahua on the runway."

Sylvia Heisel

DESIGNER TESTIMONIALS

The logo for T. Rains features the name in a stylized, gothic-style font. The letter 'T' is particularly large and has a decorative flourish extending from its top right. The 'R' is also stylized with a similar flourish. The 'ains' are in a smaller, simpler font.

“We have had the privilege of showing and working with the incredible team at Nashville Fashion Week for the past two years. Beautiful landmark venues combined with superb production value served as gorgeous backdrops to showcase each T. Rains collection. In a city rich with history and known for its rockin’ music scene, NFW has helped bring the fashion industry to Nashville. From local emerging and established designers to stylists and buyers, NFW presents a unique opportunity for creative collaboration and artistic expression.”

T Rains

The logo for Wai Ming consists of the name in a clean, modern, sans-serif font. The letters are stacked vertically, with 'WAI' on top and 'MING' below it.

I was very impressed with the professionalism, presentation and results that my business gained after showing at Nashville Fashion Week. The team was full of energy and excitement for the show and was eager to collaborate on hair/makeup and music requests, but made everything really easy by taking on the rest of the responsibilities of producing the show. A lot of the normal backstage stress was alleviated by the individual show coordinators and team of dressers that were assigned to each designer. Not only was it a fun experience, it was a great move for my business. My line was exposed to a new market that I had not tapped yet. I booked two separate trunk shows while I was there, opened two new store accounts, and made great business and personal contacts. My show coordinator was a stylist that ended up pulling samples a few months later for a photoshoot for Nashville Lifestyles.

Wai Ming





PHOTOS: Andy Evinger, Daniel Perry Studios, Dustin Lewis & Heather Byrd

MACS | AMAX
CREATIVE SERVICES | MODEL • TALENT AGENCY

MODEL SEARCH WINNER
CALEIGH DARRAGH

MODELS

77 MODELS

Advantage Models and Talent
The Avenue Agency
Colors Talent Agency
Dan Talent Group
Elzemeyer Talent Agency
180 Talent
MACS | AMAX
Reflection Agency





PHOTO: Dustin Lewis

BOUTIQUES

- Absolution
- Alegria
- Atelier
- Blush Belle Meade
- Blush Brentwood^
- The Cotton Mill*
- The Cosmetic Market Hill Center^
- Emmaline^
- Fire Finch
- Fresh Salon
- Goodbuy Girls^
- Gus Mayer*^
- H. Audrey^
- Habit
- Hemline^
- House of Stella
- imogene + willie^
- Jamie*^
- Jondie
- Kate Spade^
- Levy's*^
- The Mall at Green Hills^
- Manuel American Designs Inc.
- Margaret Ellis Studio^
- Margaret Ellis Jewelry - Nina Kuzina
Fine Art Gallery
- Modern Trousseau
- Moss
- N2 Skin
- Peter Nappi
- Plucky*
- Posh Boutique Hill Center*^
- Posh Boutique Hillsboro Village*^
- Roya Boutique^
- Stacey Rhodes Boutique^
- Suzani Styles
- Therapy Systems
- The Trunk Nashville
- UAL^
- Wear It Out Manuel^
- Woo Skincare and Cosmetics^
- wearOFE.com
- wonderMode.com

* PRESENTING BOUTIQUE

^ RETURNING BOUTIQUE

ABSOLUTION™
beauty and uncloggers



Atelier



the
cosmetic
market

EMMALINE

Fire Finch



Gus Mayer



habit

HEMLINE



imogene + willie

JAMIE



kate spade
NEW YORK

SINCE 1855
Levy's
NASHVILLE

the MALL at
GREEN HILLS

manuel



MODERN
Trousseau
NASHVILLE

MOSS

N2SKIN
SPA & BOUTIQUE



ROYA
BOUTIQUE



Suzani Styles



UAL



WOO
skincare - cosmetics

VALUE \$1450 GIFT BAG CONTRIBUTORS



PHOTO: ALynn1818, Twitter

- Ardon House Salon
- Atelier
- Chef's Market
- David Yurman
- Downtown Partnership
- East Side Smiles
- Element Salon
- The French Shoppe
- Fresh Salon
- Frist Center for the Visual Arts
- Gap Kids
- Green Pea Salon
- Gus Mayer
- Hemline
- House of Stella
- Judith Bright
- Juel Salon
- Kellye N. Rice Cosmetic & Family Dentistry
- LeighLucile.com
- Lexus of Nashville
- Levy's
- Lotus Energy Drink
- Lucy Pop Salon
- Manuel American Designs Inc.
- Menaji Skincare
- Modern Trousseau
- Muse
- N2 Skin
- Nashville Convention & Visitor's Bureau
- Now Playing Nashville
- Oakwood Cleaners
- Olivia Olive Oil
- Peter Nappi
- Posh
- Rodney Mitchell Salon
- Sheets Brand
- Skanska USA Building
- Smashbox
- SouthComm Communications
- Specs Optical
- State
- Studio Mills Yoga
- Suzani Styles
- Therapy Systems
- Tim Gunn
- Vegan Vee Bakery
- Woo Skincare & Cosmetics
- Yelp

INDUSTRY PANELS



PHOTO: Dustin Lewis

FRIST imogene + willie

LOCATED ON MARCH 22 AT THE FRIST CENTER FOR THE VISUAL ARTS

PRODUCING THE GOODS | 10 - 11:30 AM

The production process and what it takes to source, sew and manufacture fashion that's made in the U.S.A.

Panel moderated by Carrie Eddmenson, co-owner, Imogene + Willie

WHAT MAKES A BRAND? | 1 - 2:30 PM

The focus, hard work and thought required to define, build and market a fashion brand

Panel moderated by Dr. Dave Gilbert, owner/founder, Salttt

SOUTHERN FASHION NOW | 3 - 4:30 PM

An exploration of trends, characteristics and national impact of modern Southern design and designers

Panel moderated by Libby Callaway, writer, author and media director of Imogene + Willie

PARTIES



THURSDAY, JANUARY 26
Launch Party
The Hutton Hotel, Ballroom

SUNDAY, MARCH 18
Volunteer Appreciation Party
Elan Salon

TUESDAY, MARCH 20
Official NFW After Party
Virago

SATURDAY, MARCH 24
Studio AM, Official NFW Wrap Party
The Pinnacle, 21st Floor
Hosted by Suzy Wong

ENTERTAINMENT

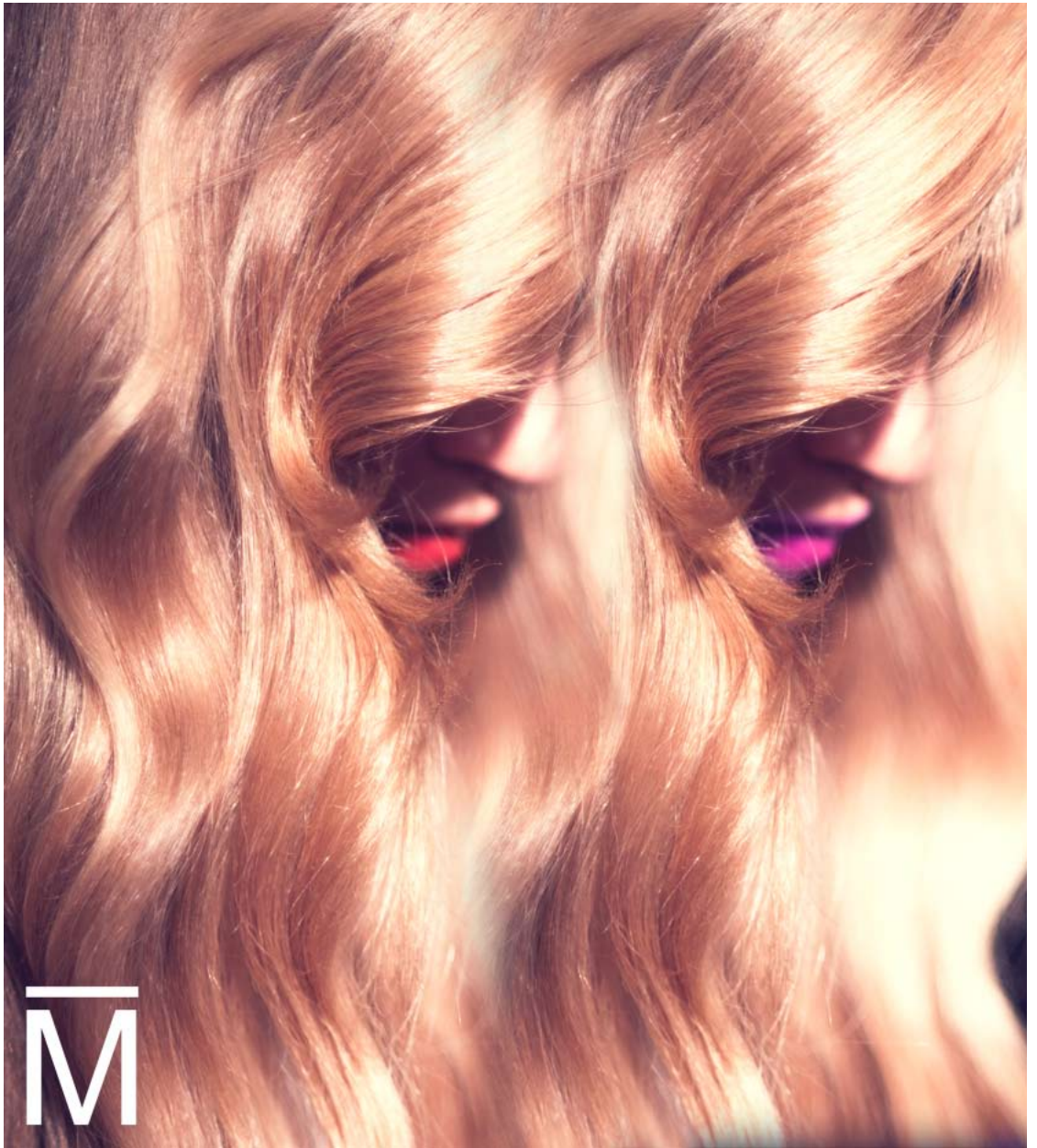


PHOTO: Dustin Lewis

RUNWAY MUSIC COORDINATOR

Jason O'Toole

FASHION SHOW DJ

Kevin Buster

MUSICAL PAIRINGS, TUESDAY, MARCH 20

Five Knives

Humming House

Shinobi Ninja

CELEBRITY DJ SETS, THURSDAY, MARCH 23

Five Knives

J. T. Daly of Paper Route

Jared Followill of Kings of Leon

ADVERTISING



CITY PAPER

January 30, 2012 - Half Page Horizontal
 March 12, 2012 - Half Page Horizontal
 March 19, 2012 - Full Page

GRAFITTI ADVERTISING

March 2012

HER Nashville

February 2012 - Half Page Horizontal
 March 2012 - Full Page
 April 2012 - Full Page

NASHVILLE PARENT MAGAZINE

March 2012 - Full Page

NASHVILLE SCENE

January 26, 2012 - Full Page
 March 1, 2012 - Half Page Horizontal
 March 8, 2012 - Half Page Horizontal
 March 15, 2012 - Double Page
 March 22, 2012 - Full Page
 April 5, 2012 - Full Page

NFOCUS

February 2012 - Half Page Horizontal
 March 2012 - Half Page Horizontal
 April 2012 - Full Page

THANK YOU!

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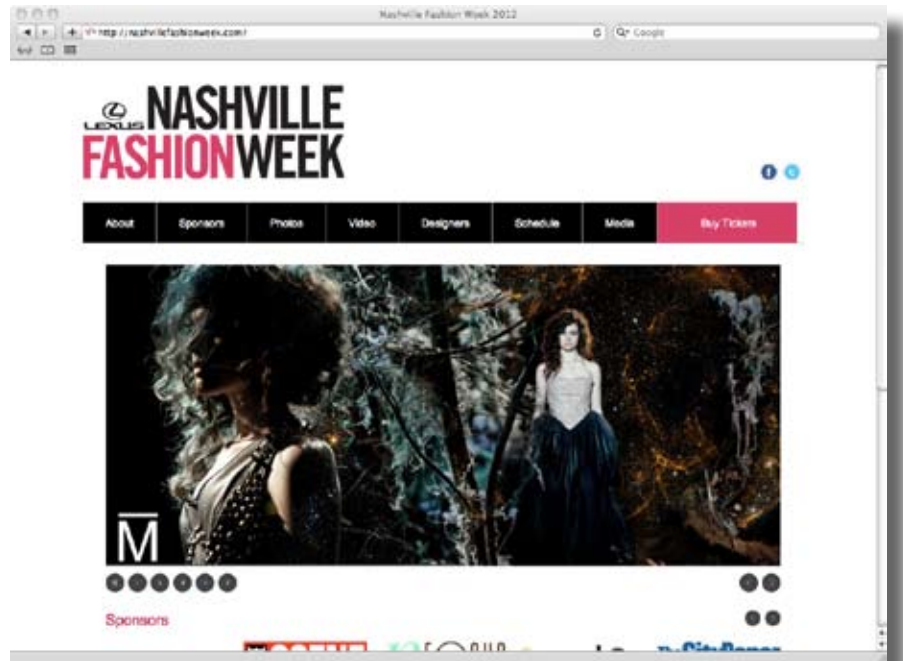
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 G. Marc Lopez

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 I-HIT

NASHVILLE FASHIONWEEK
 BENEFITING THE NASHVILLE FASHION FORWARD FUND OF THE COMMUNITY FOUNDATION OF MIDDLE TENNESSEE
CLICK UP FOR UPDATES & DETAILS ABOUT NFW 2012 AT NASHVILLEFASHIONWEEK.COM

IMPRESSIONS & WEB TRAFFIC



SPONSOR IMPRESSIONS

4.65 MILLION Planned Impressions

(Based on Planned Advertising, Promotion, Facebook, Twitter, Email Blasts, Website Traffic and Event Program)

2.3 MILLION Additional Media Coverage

(All impressions received from websites, Facebook, Twitter, etc. not directed by NFW)

NFW WEBSITE TRAFFIC

33,378 visits from January 1 – April 30, 2012

35% from search traffic (Google, etc.)

47% from referral traffic

17% from direct traffic

1% from campaigns

MODEL SEARCH WEBSITE TRAFFIC

15,544 visits from February – April 2012

97% directed from Facebook

1% from search traffic

89% from referral traffic

10% from direct traffic

PRESS RELEASES

December 6, 2011

Lexus of Nashville Returns As Presenting Sponsor for Nashville Fashion Week, March 20-24, 2012. The Mall at Green Hills Returns as a 2012 Lead Sponsor.

December 22, 2011

The Community Foundation of Middle Tennessee Announces Designer Julianna Bass as Inaugural Recipient of Nashville Fashion Forward Fund

January 26, 2012

Nashville Fashion Week Announces Details for 2012 Launch Party

February 1, 2012

All Access Passes Now Available

February 7, 2012

Lexus Nashville Fashion Week Announces Next Three Confirmed Designers: T. Rains, Eva Franco and Versace Collection

February 17, 2012

Designers Sylvia Heisel and Catherine Fulmer Join Lexus Nashville Fashion Week

February 20, 2012

Model Search Competition Announced, Sponsored by AMAX Talent + Modeling Agency in Cooperation with Lexus Nashville Fashion Week

February 24, 2012

Lexus Nashville Fashion Week Announces Participation by 11 Local and Emerging Designers

March 5, 2012

Designers Zang Toi and Katharine Kidd Will Show Collections at Lexus Nashville Fashion Week, Including Trunk Shows at Gus Mayer

March 9, 2012

Lexus Nashville Fashion Week Announces Six Final Designers to Showcase Collections

March 12, 2012

Lexus Nashville Fashion Week Industry Panels Announced for Thursday, March 22 at the Frist Center For The Visual Arts, Presented by Imogene + Willie

March 19, 2012

Lexus Nashville Fashion Week Teams Up With Global Fashion Platform Wondermode.com to Select and Launch Local Designer

March 19, 2012

Mike Wolfe, Star of History Channel's "American Picker," Julie Haley of Elk Brand Manufacturing Company, and Rachel Halvorson, Interior Designer and Blogger

September 18, 2012

Nashville Fashion Forward Fund Seeks Applicants for 2012 Award

ONLINE MEDIA

AlabamaChanin.com
AllMostFamousOnline.wordpress.com
AllVoices.com
AmyBDesign.com
TheAvenueAgency.com
Behance.net
BelmontJournal.com
BestFashionWorld.com
BlackandGreyMagazine.com
BoutiqueRoya.com
BrentwoodHomePage.com
CeliMosley.com
CosmicCaroline.com
TheCottonMillNashville.com
CountryChicChronicles.wordpress.com
CourierJournal.com
DemocratandChronicle.com
TheDBLStandard.com
DishMag.com
EAllenBoutique.com
EvieSays.com
Examiner.com
FabGlanceNashville.com
Facebook.com
FalseImage.Net
FashionIndustryNetwork.com
FashionandStyles.net
FetchEdge.com
Fibre2Fashion.com
Futfs.com
GoodbuyGirlsNashville.com
GoTidBits.com
GusMayer.com
HeatherEByrd.com
HerCampus.com (Vanderbilt)
HerNashville.com
HouseofStella.com
IGoNashville.com
ImogeneandWillie.com
ISoldMyCookieCutter.com
IzDeeFashion.com
JacksonSun.com
JewelryAtelier.com
JulepOnline.com
Kare11.com
Kings1912.com
LeMinimalist.com
LeonaCollection.com
TheLookbookMag.com
LoverofFashion.Blogspot.com
MACSAMAX.com
MagidBernard.com
MargaretEllisJewelry.com
Mode2000.com
ModernTrousseauTN.com
MTSUSidelines.com
N2-Skin.com
NashvilleBff.com
NashvilleDowntown.com
NashvilleFashionBlog.com
NashvilleFashionEvents.com
NashvilleGuru.com
NashvilleNewsPress.org
NashvilleScene.com
NattyLady.tumblr.com
NestEgg.Typepad.com
NewsChannel5.com
NFocusMagazine.com
NicheMarketingAust.com
Noomizo.com
NowPlayingNashville.com
NylonMag.com
Blog.OmoreCollege.Edu
OhThatsYou.com
OuchMyToe.com
OutandAboutNewspaper.com
PeterNappi.com
Pinterest.com
PioneeringSelf.wordpress.com
PoshNashville.com
ReflectionAgency.Typepad.com
SalonServiceGroup.com
SexandtheSouth.com
ShopPlucky.com
SimplyFierceFashion.blogspot.com
StaceyRhodesBoutique.com
StayOnTheGo.com
StellaShops.com
StephntheCity.com
StyleBluePrint.com
SuperModelBlogger.com
Tennessean.com
TheQueensCastle.net
TheStyleExpress.com
ToCatchATHrift.com
UnderTheGuise.com
VernonsBlog.com
Vimeo.com
VisitMusicCity.com
WearItOutManuel.com
WearTheSeason.com
Wild-and-Precious.com
WineTasteGirl.com
Wondermode.com
WooSkincareandCosmetics.com
WSMV.com
WTSP.com
YeloMagazine.com
Yelp.com
YourCommunityMag.com
YouTube.com
ZEvents.com
ZGoingToMarket.com

EDITORIAL

NASHVILLE SCENE

March 15, 2012

Cover Story: Tim Gunn Talks American Style, Integrity and the No. 1 Crime Committed Against Fashion – Make It Work: The Fashion Issue 2012

Cover Story: In Its Second Year, NFW Aims To Be More Than Just A Face – Sparkle or Substance? The Fashion Issue 2012

The Designers: Jamie and The Jones – The People Issue 2012

NFOCUS

March 2012

Brief: Yes, Nashville Does Have a Fashion Week

May 2012

Top Designers Take Off

THE TENNESSEAN

Sunday, January 29, 2012

Rahm to show work at Nashville Fashion Week

Monday, March 19, 2012

Design Star

Y()UR COMMUNITY MAGAZINE

April 2012

Fashion Week with Tim Gunn

MARCH 15-23, 2012 • VOLUME 31 • NUMBER 7 • NASHVILLESCENE.COM • FREE

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NASHVILLE

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The

FASHION

LOCAL COOL, NATIONAL BUZZ
AND AN UPGRADED FASHION
WEEK HAVE NASHVILLE
TURNING HEADS

ISSUE

NASHVILLE SCENE
MARCH 15, 2012



Yes, Nashville does have a Fashion Week

New York doesn't have anything on Nashville. Despite what other cities may think, we have a thriving fashion community with talented professionals choosing to live and work right

here. Lexus Nashville Fashion Week, March 20-24, brings the spotlight on all things Nashville fashion has to offer.

A jam-packed schedule features in-store events at area boutiques. Industry panels offer valuable insight from well-known experts. But the excitement escalates once the sun goes down. Twenty-five local, regional and national designers are set to showcase their Fall 2012 collections at some of the city's most unique venues—Marathon Music Works, the Parthenon and the Pinnacle. Proceeds from Lexus Nashville Fashion Week benefit the Nashville Fashion Forward Fund of The Community Foundation of Middle Tennessee. The endowed fund, established to provide financial awards for professional development of industry professionals with ties to Middle Tennessee, is awarded annually. Julianna Bass, a featured designer at the inaugural event, was selected as the first recipient of the award.

Project Runway's own Tim Gunn is going to be in Nashville for the big event. Tim, a renowned fashion industry expert, co-host of *The Revolution* and Chief Creative Officer of Liz Claiborne Inc. will host a runway show featuring the Juicy Couture, Kate Spade New York and Lucky Brand Spring 2012 Collections at The Mall at Green Hills on Saturday afternoon, March 24. He believes "It's important that Fashion Week takes place in cities across the country, not just in New York City. Nashville has developed their own version of Fashion Week supporting local talent and I'm thrilled to be a part of it."

Tickets and detailed information about Lexus Nashville Fashion Week can be found at nashvillefashionweek.com. CCR

On Friday night, following a Thursday afternoon at the Frist Center with industry panels, the shows moved over to The Parthenon, spotlighting the historical side of the city for a showing of lines by White Rabbit, Red Doll, César, Katharine Kidd and Versace Collection. Finally, on Saturday night, the weary, but no less gushing, devotees donned their fabulous frocks and strapped on their sky-high stilettos before gingerly making their way down to The Pinnacle at Symphony Place for the full-on finale high-lighting Jamie and the Jones, Kati Riemann, Sylvia Hesel, Magid Bernard and Randi Kahn.

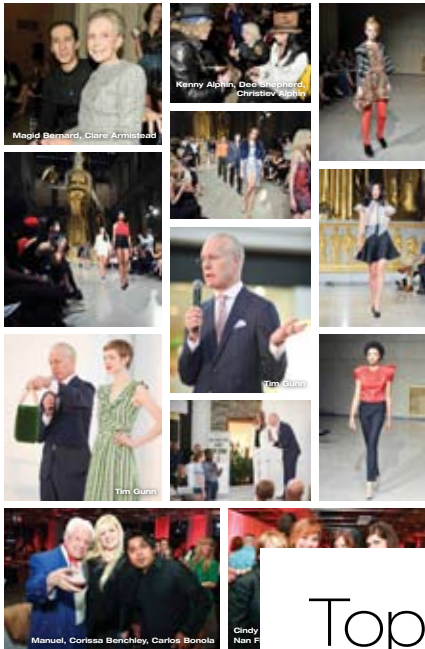
There was, undoubtedly, absolutely something for everyone. Some attended every single night while others decided to pick and choose. The crowds, of approximately 400 attendees each night, were dotted with such fashion-forward locals as Jana Davis, Niki Taylor, Janice Elliott, Alecia Boswell, Gail Martin, Elizabeth Broynhill and Stacey Rhodes. It was no surprise to glimpse Caroline McNeilly and Laura Newbold, chairmen of this year's successful Symphony Fashion Show, standing in the long lines. All Access passes in hand, excited to be witness to the NW runway shows.

Be duly warned: Once the fashion bug bites, it lands hard on your shoulder like an oversized statement brooch and stays there, firmly pinned and unmovable white looking spectacular, of course. As demonstrated by astonishing attendance, the second edition of NW showed that it has serious staying power—right on par with an authentic Hermes Birkin bag. *GH*

—photographs by
 michael w. bunch &
 eric england



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Kenny Alphin, Donnie Simpson, Christyev Knight

Magid Bernard, Claire Armstrong

Tim Gunn

Tim Gunn

Manuel, Corissa Benchley, Carlos Bonola

Cindy Neri

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Malcolm and Martha Greenwood

Suzy Wong

Stephanie Moore, Shawn Michelle, Stacey Rhodes

Michele Barrera, Connie Cathcart-Richardson, Magid Bernard

Top designers take off

Nashville Fashion Week lands big names for the Fashion Forward Fund

lexus Nashville Fashion Week, a community-wide celebration of Music City's thriving fashion and retail industries, was founded just one short year ago through a collaboration of six dynamic fashion, retail and media professionals, all of whom were passionately devoted to creating an event showcasing Middle Tennessee's growing fashion industry. This innovative group, which included Cindy Walls, Connie Cathcart-Richardson, Maria Manilla, Robert Campbell, Scott McClure and our own Mike Smith, determined that ticket proceeds should benefit the new Nashville Fashion Forward Fund, established to advance the career of select local talent in a fashion-related field.

Spring ahead to 2012. A larger venue, more meet-the-designer events at area retail stores, greater participation from New York, California and international draw-a-crowd designers. Add spectacular staging by Big Events' Malcolm and Martha Greenwood and Denise Sikes and the return of the event's inaugural presenting sponsors, Joy and J.R. Roper, this year's Lexus NW was a whimsical week of fashion, fashion and more fashion. Talk about a heightened WOW factor!

The founders of this top-notch event are justifiably proud. "When we asked the big-name designers to participate, they enthusiastically accepted, saying, 'I've always wanted to go to Nashville,'" noted Mike Smith while Cindy Wall added, "I love the diversity of Nashvilleans that this event gathers together!"

Indeed, the week appealed to all with more than 20 designers in the five nightly shows. The first three nights featured shows at the gargantuan Marathon Music Works. One night attracted edgy fashionists with designers such as Valentine Valentine, by Smith and T. Rains. The next night drew the elegant and sophisticated to shows by Leona, Spibeck, Wai Ming, Eva Franco and Zang Toi. And the third night showcased emerging designers in a fashion "installation" interactive atmosphere.



Zang Toi, Janice Elliott

Eddy Richardson, Mike Smith



Joy and J. R. Roper, Elizabeth Broynhill, Matt Driscoll



Laurie Eskovitch, Shirley Speyers, Gretchen Goldstein, Donna Eskind

Joyce Hill, Carol Daniels

Katie Maloney, Chris Velzano, Rachel Velt



Sara Hanahan, Hayden Pruett, Meredith Mills

Caroline McNeilly, Laura Newbold

Rahm to show work at Nashville Fashion Week

What do **Carrie Underwood**, **Faith Hill** and **Julianne Hough** share and share alike? The amazing talents of designer **Randi Rahm**, who dresses the songbirds and myriad other celebs for the red carpet.



Underwood in a Randi Rahm dress

It was announced at Thursday night's Lexus Nashville Fashion Week launch party that Rahm will show her Fall/Winter 2012 col-

lection during the finale of Nashville Fashion Week, which will take place on the 22nd floor of The Pinnacle at Symphony Place.

The second annual event, to be held March 20-24, includes runway shows featuring established and local independent designers' collections. Catwalks will be set up at various venues around town, including Marathon Music Works and The Parthenon.

Look for fashion celeb **Tim Gunn** to make an appearance at the event along with yet-to-be-named designers.

Tickets for Lexus Nashville Fashion Week must be purchased in advance and are available beginning Monday at www.nashvillefashionweek.com.

— Cathi Aycock



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LEXUS NASHVILLE FASHION WEEK



Julianne Hough arrives for the 2011 Academy of Country Music Awards wearing an outfit by fashion designer Randi Rahm. GETTY IMAGES



Jennifer Lopez has worn Rahm's outfits for her role as a judge on *American Idol*. FILE



Rahm says designing wood and others is "everyone is throwing them to wear, and t

Designer loves dressing stars

» RAHM FROM 1D

"I had some chutzpah, I guess. I told them I designed it, and they asked if I would design more for them to carry. I had never done anything like that, but I went home and got to work," she says.

Rahm went on to sell the quilts and then eventually tween and children's dresses that *The New York Times* dubbed "couture for the awkward age." Those children's dresses, in fact, were so beautiful that parents began asking Rahm to create dresses for them. She says that designing for a celebrity such as Underwood feels special because "everyone is throwing every dress at them to wear, and they picked mine."

Music City favorite

Known for her intricate detail and beading, Rahm has dressed music artists including Faith Hill, Carrie Underwood and Beyoncé. Underwood was so taken with the designer's red-carpet-worthy gowns that she tapped Rahm to design a gown specifically for her. "Her stylist called and asked for a design for Carrie to wear while performing at the CMAs. I sent them a sketch and



Faith Hill re-creates a Grace Kelly look on the cover of *Redbook* with help from Randi Rahm.

They loved it," Rahm says. She says that designing for a celebrity such as Underwood feels special because "everyone is throwing every dress at them to wear, and they picked mine."

Still, Rahm loves designing for her everyday clients, too, and says she has several Nashvillians who fly to New York for dresses every year. "I can't wait to come visit them in their hometown. I am creating some special pieces to bring to Nashville for fashion week. Some of my dresses have sound and music when they are worn on a woman's body. I want to show them in Nashville."



DESIGNER STAR

Randi Rahm, a favorite among music talents, relishes the trip to Music

Coming to Lexus Nashville Fashion Week is just another music note in the song that Randi Rahm composes through design.

Rahm, who will show her couture collection during the final runway event Saturday at The Pinnacle at Symphony Place, says she is excited to visit Nashville for the first time because she says "it promises to be a city full of music."

Rahm laughs when she says she is a musician, artist and composer. "People will ask me what I do. I tell them I am a musician and artist, but right now I am creating music and art through design," says Rahm, who has studied music since the age of 4.

A classically trained pianist, Rahm has dabbled in composing and conducting and was recently tapped to be on the board for the National Museum of Hip Hop.

"My parents were afraid of the



» SHOPPING DIVA CATHI AYCOCK

arts. It was more palatable to them if I studied classical music," explains Rahm, who went on to earn her Master of Music degree.

After the birth of her first child, Rahm wove a quilt that she wrapped her baby in, and while out shopping at an upscale boutique in New York City, she was asked where she bought it.

» RAHM, 3D

IF YOU GO

What: Lexus Nashville featuring the 2012, from Versace, Randi Rahm
When: Tuesday-Saturday
Where: various venues
Tickets: \$350 for air which includes resale five nights of fashion both opening and closing parties and premium tickets are \$75, available at FashionWeek.com.
Details: For a complete list of events, including trunk shows and parties, visit NashvilleFashionWeek.com.

INSIDE

See which designer is hitting the runway at Nashville Fashion Week. [Schedule](#)

NASHVILLE FASHION WEEK RUNWAY SHOWS

TUESDAY

Time: Doors open at 7 p.m.; runway show — with special music pairings — starts at 7:30 p.m.
Venue: Marathon Music Works, 1402 Clinton St.
Designers: Valentine Valentine (with Five Knives), By Smith, T. Rains (with Shinobi Ninja)

WEDNESDAY

Time: Doors open at 7 p.m.; runway show starts at 7:30 p.m.
Venue: Marathon Music Works, 1402 Clinton St.
Designers: Leona, Wai Ming, Sjobeck, Eva Franco, Zang Toi

THURSDAY

Time: Doors open at 7 p.m.; runway show starts at 7:30 p.m.
Venue: Marathon Music Works, 1402 Clinton St.
Designers: amy.b., Black by Maria Silver, Brittany Blair, Pink Elephants, The Trunk Nashville, Tuft, Julianna Bass

FRIDAY

Time: Doors open at 7:30 p.m.; runway show starts at 8 p.m.
Venue: The Parthenon, Centennial Park, 2600 West End Ave.
Designers: White Rabbit by Shea Steele, Red Doll, G-Star Raw, Katharine Kidd, Versace Collection

SATURDAY

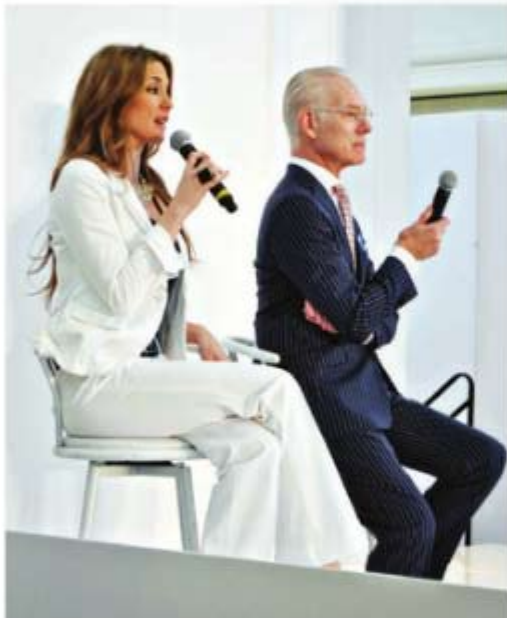
Time: Doors open at 7:30 p.m.; runway show starts at 8 p.m.
Venue: The Pinnacle at Symphony Place, 150 Third Ave. S.
Designers: Jamie and the Jones, Kal Rieman, Sylvia Heisel, Magid Bernard, Randi Rahm

Y(OUR event

FASHION WEEK WITH TIM GUNN

story & photography by Andrea Davis

Stylists, model hopefuls, and lots of fans gathered at The Mall at Green Hills to hear what nationally renowned fashion consultant and television star, Tim Gunn had to say about the latest trends. With a personality as colorful as the spring line, Gunn shared his expertise and sometimes brutally honest opinion of the Do's and Don'ts of what to wear for all body types. After models took the runway in what's new from Kate Spade, Lucky and Juicy Couture, the audience was able to participate in a question and answer session with Gunn, followed by an after party. Gunn is most known as on-air mentor to designers on the reality television show Project Runway.



TIPS FROM TIM HOW TO AVOID BEING A FASHION VICTIM:

- 1 The crop pant is not for everybody, just those who are tall.
- 2 Un-tucked shirts are only ok on men in shorts or with a tucked t-shirt underneath.
- 3 Maxi dresses can only be dressed down. No heels with the Maxi ladies!
- 4 Everyone should have a great trench in his or her wardrobe.
- 5 If you have the body and are wearing short shorts, pair them with a volume top. Tank tops with short shorts are "vulgar".
- 6 Deep purple is the new black. Navy is also replacing black.
- 7 Horizontal stripes are ok. It's all about the size of the stripe. Not too wide!
- 8 Dresses and skirts should not be longer than the lowest part of the kneecap and shorter than two inches above the knee.
- 9 Always shop your closet first. You never know what you are missing.
- 10 Know who you are, own it, and don't try too hard!

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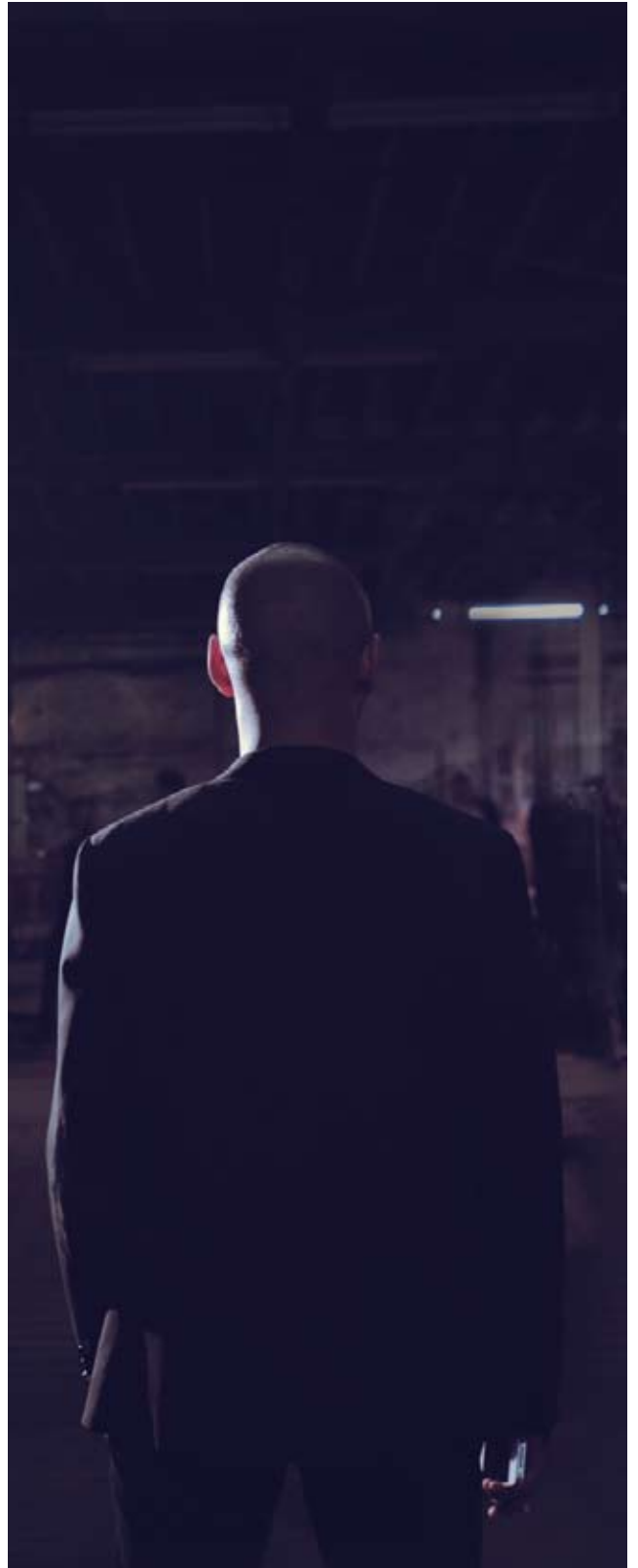


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