

NASHVILLE FASHION WEEK

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

APRIL 5 - 9, 2016



5 DAYS OF FASHION

3 RUNWAY SHOWS + ART INSTALLATION

FASHION FORWARD GALA

EDUCATIONAL PANELS | CITY-WIDE SHOPPING

MISSION



PHOTO: Snappylifestyle

Nashville Fashion Week was conceived in 2010 to foster Nashville's heralded community spirit and concentration of creative, fashion-forward and entrepreneurial talent through the creation of a one-of-a-kind volunteer-led and managed event that is uniquely Nashville.

Nashville Fashion Week is a five-day city-wide celebration of Nashville's thriving fashion and retail community and its vast array of creative talent. Featuring local, regional and national designers and industry professionals in an array of creative events throughout the city encourages both Nashvillians and visitors to explore the city's diverse fashion and retail spaces with promotions, partnerships and educational workshops.



PHOTO: Snappylifestyle

NASHVILLE FASHION FORWARD FUND

OF THE COMMUNITY FOUNDATION OF MIDDLE TENNESSEE

The Nashville Fashion Forward Fund of The Community Foundation of Middle Tennessee is an endowed fund dedicated to supporting the next generation of fashion industry professionals with ties to Middle Tennessee by providing financial awards and resources for experiential professional development opportunities to advance the career of select local talent with demonstrated experience in a fashion-related field.

Established in 2011 by the co-founders of Nashville Fashion Week, the Nashville Fashion Forward Fund is a component fund of The Community Foundation of Middle Tennessee. Award recipients are selected by a committee of the Community Foundation board based on pre-established criteria inspired by the Council of Fashion Designers (CFDA) IVOGUE Fashion Fund. Applications are accepted each fall with the recipient announced in January. Ticket proceeds from Nashville Fashion Week benefit the Nashville Fashion Forward Fund.

Previous Nashville Fashion Forward Fund recipients include menswear designer Eric Adler, accessory designer Ceri Hoover, clothing designers Julianna Bass and Lauren Leonard, and Elise Joseph, stylist, creative consultant and creator of the lifestyle blog Pennyweight.

“The aspirational mantra ‘Fashion is more than a week’ was just that when planning for the inaugural 2011 Nashville Fashion Week. Six years later, the attention centered on the fashion community and the connections developed as a result of this week have supported Nashville’s fashion industry in so many ways. The entrepreneurial spirit that is found in other industries throughout this community is front and center in the fashion industry. And, Nashville Fashion Week was there first to celebrate and acknowledge its potential.”

- Ellen Lehman, President of The Community Foundation.

ERIC ADLER



NASHVILLE FASHION
FORWARD FUND RECIPIENT 2015



Eric Adler Bornhop was selected as the fifth Nashville Fashion Forward Fund recipient. Bornhop is the first male recipient of the fund and plans to use his award to experience his first New York City trade show.

“Eric Adler Clothing wouldn’t be where it is today without Nashville Fashion Week,” Bornhop said. “It has provided me with a network of peers and resources, expansive exposure and marketing opportunities and the ability to organically plant my roots in my home city of Nashville. In a rapidly emerging fashion community, Nashville Fashion Week has provided a springboard for an emerging designer like myself to get their foot in the door, one of the hardest feats to overcome in fashion.”

Eric Adler Clothing was born in the mountains of Southern Spain and raised in the hills of Middle Tennessee. In 2012, while living in Spain, he was inspired by street culture to create his own line of clothing. After returning to Nashville, he worked as an apprentice under local legend and fashion designer Manuel Cuevas. Manuel taught Bornhop the art of tailoring and encouraged him to explore his own personal style. Eric developed his own clothing line at night and weekends while working with Manuel. Eric Adler made its debut in 2014 at Nashville Fashion Week after being selected as one of ten featured emerging designers that year. Since then he has opened his own Green Hills studio where he designs and tailors for Alan Jackson, Big Kenny, Shania Twain and more.

SPONSORS

SPONSORED BY

The Mall at Green Hills ^
William Edge ^
Opry Mills ^
Mouton Noir
AMAX Talent ^
UAL ^
Tito's Handmade Vodka ^
Bright Event Productions ^

STYLE SPONSORS

Green Pea Salon ^
the cosmetic market ^
William Edge ^

EVENT SPONSORS

Amos Events ^
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emma ^
Jive! A Digital Print Factory ^
Lyft
Margaret Ellis Jewelry ^
Music City Tents & Events ^
Studio 615
Track One
Waller Lansden Dortch & Davis
WELD
OZ Nashville

MEDIA SPONSORS

12th & Broad ^
Nashville Arts ^
Nashville Lifestyles ^
Nashville Scene ^
nFocus ^
The Tennessean ^

PRESENTING BOUTIQUES

Any Old Iron ^
Levy's ^
Sisters of Nature
Stacey Rhodes Boutique ^

GIFT BAG SPONSORS

The Mall at Green Hills
Omorovicza
Opry Mills ^
Therapy Systems

HOSPITALITY SPONSORS

Chauhan Ale & Masala House ^
Chef's Market ^
Puckett's Grocery
Mouton Noir
MStreet ^
Real Water ^
Renaissance Hotel
Tito's Handmade Vodka ^

OFFICIAL PHOTOGRAPHERS

Alaina Latona Photography ^
Codey Lee Photographer ^
Goldsmith Entertainment ^
Know Your Roots Photoboothery
Ryan Mclemore
Snappy Lifestyles ^

COMMUNITY PARTNERS

The Community Foundation
of Middle Tennessee ^
NowPlayingNashville.com ^
Office of Mayor Megan Barry ^
Nashville Downtown Partnership ^
Nashville Convention & Visitor's Bureau ^
5th Avenue of the Arts ^



PHOTO: Ryan Mclemore

ATTENDANCE



FASHION SHOWS & EVENTS

2,375

INDUSTRY PANELS

150

RETAIL EVENTS

41

DESIGNERS

23

MODELS

48

VOLUNTEERS

103



PHOTOS: Abigail Bobo & Snappylifestyle

SCHEDULE

TUESDAY 4/5

10AM - 6PM / THE GULCH
TWO OLD HIPPIES

6:30PM DOORS OPEN / STUDIO 615
8PM SHOWS BEGIN

EAST MEETS WEST: DESIGNER RUNWAY SHOW
FRANCESCA MAROTTA
BROOKE ATWOOD
MICHAEL DRUMMOND
KALLMEYER NEW YORK

9:30 - 11PM / STUDIO 615
OFFICIAL NFW AFTER PARTY
SPONSORED BY WILLIAM EDGE SALON

WEDNESDAY 4/6

10AM - 6PM /
GUS MAYER | JULIANNA BASS TRUNK SHOW
- THE MALL AT GREEN HILLS
TWO OLD HIPPIES - THE GULCH

1 - 3PM /
SISTERS OF NATURE | MICHAEL DRUMMOND &
KALLAMEYER NEW YORK TRUNK SHOWS
- EAST NASHVILLE
UAL | FRANCESCA MAROTTA MEET & GREET
- HILLSBORO VILLAGE

4 - 7PM / THE MALL AT GREEN HILLS
MADEWELL

6:30PM DOORS OPEN / TRACK ONE
8PM SHOWS BEGIN
**NASHVILLE DESIGNER RUNWAY SHOWCASE
SPONSORED BY OPRY MILLS**
ROXENSTONE
SISTERS OF NATURE
ANY OLD IRON
TRULY ALVARENGA
ONA REX
AMANDA VALENTINE

THURSDAY 4/7



9AM - 6PM / BUCHANAN ARTS DISTRICT
NISOLO

10AM - 6PM /
DILLARD'S - THE MALL AT GREEN HILLS
E. ALLEN - THE GULCH
EMERSON GRACE - 12 SOUTH
FAB'RIK - COOL SPRINGS
FLIP - THE GULCH
GUS MAYER | JULIANNA BASS TRUNK SHOW
- THE MALL AT GREEN HILLS
HERO - 12 SOUTH
K. MCCARTHY - GREEN HILLS
KING JEWELERS - GREEN HILLS
MARGARET ELLIS JEWELRY AT NINA KUZINA
GALLERY - BELLE MEADE
STACEY RHODES BOUTIQUE - BRENTWOOD
TWO OLD HIPPIES - THE GULCH
UAL - HILLSBORO VILLAGE | WEST END

11AM - 6PM / GERMANTOWN
PIECES

12 - 6PM /
ANY OLD IRON TRUNK SHOW - EAST NASHVILLE
TRIBE KELLEY - HILLSBORO VILLAGE

1 - 6PM / GREEN HILLS | HILL CENTER
BARTON PERREIRA

3 - 6PM / DOWNTOWN
NASH BOUTIQUE

7 - 9PM / WELD
**BEHIND THE SCENES: AN ACCESSORY
INSTALLATION GALLERY**
DEBE DOHRER
EMIL ERWIN
MARY MOONEY
SUZAN PITT
ARTURO RIOS

FRIDAY 4/8

10AM - 6PM /
MARGARET ELLIS JEWELRY AT NINA KUZINA
GALLERY - BELLE MEADE
STACEY RHODES BOUTIQUE | ARTURO TRUNK
SHOW - BRENTWOOD
TWO OLD HIPPIES - THE GULCH

12 - 2PM / GREEN HILLS | BANDYWOOD
SOCA

12 - 6PM / EAST NASHVILLE
THE TRUNK | TRULY ALVARENGA TRUNK SHOW

6:30 - 7:30PM / WALLER, LANSDEN, DORTCH & DAVIS
PRE-SHOW RECEPTION

8PM / LEGISLATIVE PLAZA
**CITY LIGHTS: READY-TO-WEAR RUNWAY
SHOWCASE**
SPONSORED BY THE MALL AT GREEN HILLS
LAGI NADEAU
MEGAN HUNTZ
OBERIMA AFRIYIE
ELEVNTY
JULIANNA BASS

SATURDAY 4/9

10 - 11:30AM / CITY WINERY
BUSINESS OF FASHION EDUCATIONAL PANEL
PRESENTED BY MOUTON NOIR
PROCESS

10AM - 3PM / BELLE MEADE
MARGARET ELLIS JEWELRY AT NINA KUZINA
GALLERY

10AM - 6PM /
LEVY'S | ELEVENTY TRUNK SHOW - GREEN HIL
STACEY RHODES BOUTIQUE | ARTURO TRUNK
SHOW - BRENTWOOD
TWO OLD HIPPIES - THE GULCH

11AM - 6PM /
EMIL ERWIN - BUCHANAN ARTS DISTRICT
PETER NAPPI - GERMANTOWN
THE TRUNK | TRULY ALVARENGA TRUNK SHOW
- EAST NASHVILLE

12 - 1:15PM / CITY WINERY
EDUCATIONAL PANEL - PROGRESS

12 - 5PM / 12 SOUTH
EMERSON GRACE | MEGAN HUNTZ TRUNK SH

1 - 4PM / EAST NASHVILLE
SISTERS OF NATURE | LAGI NADEAU TRUNK SH

1:30 - 2:45PM / CITY WINERY
EDUCATIONAL PANEL - PIVOT

7PM / OZ NASHVILLE
**THE THIRD ANNUAL FASHION FORWARD
GALA & FASHION FORWARD AWARDS**

10PM - 12AM / OZ NASHVILLE
OFFICIAL NFW CLOSING CELEBRATION
SPONSORED BY WILLIAM EDGE SALON

DESIGNERS



PHOTO: Snappylifestyle

Amanda Valentine *^
Any Old Iron *
Arturo Rios
Brooke Atwood ^
Daniella Kallmeyer
Debe Dohrer *
Eleventy
Emil Erwin *
Fashionable *
Francesca Marotta
Julianna Bass ^
Lagi Nadeau ^
Mary Mooney *
Megan Huntz ^
Michael Drummond
Nisolo *
Oberima Afriyie
Ona Rex *^
Rosa Hermosa *
Roxenstone *^
Sisters of Nature *
Suzan Pitt
Truly Alvarenga *^

* LOCAL DESIGNER

^ RETURNING DESIGNER



PHOTOS: Ryan Mclemore

DESIGNER TESTIMONIALS

ONA
REX

“2016 was my second year participating in NFW, and it did not disappoint. Getting ready for the show is always the craziest of times, but the staff is so incredible and supportive and put on a fabulous show this year. It’s so important to me to have a presence in my hometown, and I’m grateful to have a local arena to show my designs.”

ASHLEY BALDING, ONA REX



“I really enjoyed the experience of debuting my collection at Nashville Fashion Week. It has provided me a great springboard into the US fashion market with offers for shows already coming in from different markets. I would recommend it to any budding fashion designers, bring your A game though it’s a high standard!”

ANDREW CLANCEY, ANY OLD IRON

MEGAN
HUNTZ

“I am so honored and pleased to have been invited for the 2nd year in a row to participate in Nashville Fashion Week. I really appreciate the interest in my line. I truly feel the support and encouragement from NFW and I know that they believe in what I am doing (which is not always easy being an independent designer). I had such a great time last April - the event was so well organized, and everyone working to produce the show gave it their best to make it beautiful as well as a fun experience. I have to mention the venue, Legislative Plaza, which was breathtaking! I am fortunate to receive such great exposure in Nashville. I love that town. It means a lot to me for fellow southerners to come together and celebrate contemporary fashion design. Thanks so much NFW. Cheers to your next edition!”

MEGAN HUNTZ, MEGAN HUNTZ

Francesca Marotta

“Being part of NFW was definitely one of the highlights of my career, especially in America. The professionalism of the organisers and teams has nothing to envy NYFW! This Runway will forever be in my heart. Nothing beats The Southern Hospitality!”

FRANCESCA MAROTTA, FRANCESCA MAROTTA



“NFW brings in an incredibly supportive audience who appreciates design. I don’t participate in many runway shows but I’ve found NFW to be very important for my business; it’s always at the top of my list. I’m able to present my collection in a professional way, connect with customers, store buyers, and fellow designers, participate in selling events and expand my business.”

LAGILELEI NADEAU, LAGI NADEAU

SISTERS
OF
NATURE

“NFW was the absolute perfect place to debut my new collection. There is nothing like jumping into the NFW community and seeing a whole team of hard working and dedicated fashion lovers come together to do everything they can to support my brand and bring my vision and story to life. They wrok hard to bring press and the whole community together so we get to share our art with as many fashion lovers as possible!”

KIMBERLY PARKER, SISTERS OF NATURE

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



“I thought the concept of presenting the works at an art installation was brilliant and completely original. Thank you so much for having my work as a part of NFW! I enjoyed and appreciated every minute of it!”

SUZAN PITT, SUZAN PITT



“NFW = nothing but the best. Quite possibly underrated, Nashville Fashion Week is among the best in the country. NFW puts on a tier 1 production welcoming investors and fashion professionals allowing brands to present themselves in a powerful way that is so quintessentially Nashville.”

ERIC BORNHOP, ERIC ADLER

BOUTIQUES



“Thank you! This was our best year yet! Sales and excitement were both way up.”

BETH FRANKLIN, GUS MAYER



“As the premier men’s and women’s clothier in Nashville, Levy’s is proud to have participated each year in Nashville Fashion Week since its inception. Each year, we strive to present collections that are fashion forward, relevant, and will compliment the Nashville fashion landscape. This year, Levy’s presented Eleventy, a rising star in the fashion industry made in Italy. As the fashion scene in Nashville changes, we remain committed to working with the Nashville Fashion Week to encourage the growth of the fashion awareness in our fine city.”

DAVID & ELLEN LEVY, LEVY’S



“Our event was a HUGE success!!!”

RACHEL VICH, SOCA

MODELS

48 MODELS



AMAX+ APRIL 5-9, 2016
TALENT / CREATIVE **NASHVILLE FASHION WEEK**
HOSTING THE NASHVILLE FASHION FORWARD FUND OF THE COMMUNITY FOUNDATION OF MIDDLE TENNESSEE

MODEL SEARCH 2016
APRIL 2 AT 2 - 4 PM
MACY'S 2ND LEVEL | THE MALL AT GREEN HILLS
NFWMODELSEARCH.COM



BOUTIQUES

41 RETAIL EVENTS



PHOTO: Snappylifestyle

- | | |
|-----------------|--------------------------|
| Any Old Iron*^ | Levy's*^ |
| Barton Perreira | Madewell ^ |
| Dillard's | Margaret Ellis Jewelry ^ |
| Draper James | NASH Boutique |
| e. Allen ^ | Nisolo |
| Emerson Grace^ | Peter Nappi ^ |
| Emil Erwin | Pieces ^ |
| Fab'rik ^ | Sisters of Nature*^ |
| Flip ^ | SOCA ^ |
| Gus Mayer ^ | Stacey Rhodes Boutique*^ |
| H. Audrey | Tribe Kelley ^ |
| Hero | The Trunk ^ |
| K. McCarthy ^ | Two Old Hippies ^ |
| King Jewelers ^ | UAL ^ |

* PRESENTING/HOSTING BOUTIQUE

^ RETURNING BOUTIQUE

INDUSTRY PANELS



PHOTO: Snappylifestyle

APRIL 9 AT CITY WINERY
PRESENTED BY MOUTON NOIR

PROCESS: HOW TO LAUNCH, GROW AND/OR ESTABLISH A FASHION CONCEPT

10 A.M. – 11:30 A.M.

Moderator: Amy Fair, Director of Donor Services at The Community Foundation of Middle Tennessee

Panelists: Julianna Bass of Julianna Bass, Andre Hueston Mack of Mouton Noir, Lagilelei Nadeau of Lagi Nadeau and Adrien Saporiti of DCXV

**PROGRESS: HOW TO EVOLVE IN A TECH-FORWARD WORLD OF COMMUNICATION,
WHILE STILL KEEPING YOUR BRAND IDENTITY**

12 – 1:15 P.M.

Moderator: Tarasina Schneller, Regional Director of Marketing for the Mid-Atlantic & Central Region of Simon Property Group

Panelists: Emily Howard of Consider the Wdflwrs, Gavin Ivester of Flo Thinkery, Kristen Johns of Waller Law and Larissa May of Livin Like Larz

PIVOT: HOW TO RE-STRUCTURE OR RE-BRAND AFTER BEING WELL ESTABLISHED

1:30 – 2:45 P.M.

Moderator: Kimberly Lewis of Emerson Grace

Panelists: Manuel Cuevas of Manuel, Michele Probst of Menaji Skincare, Dawn Robertson of Stein Mart, Lisa Robertson of QVC and Joe Wiese of Lucchese Nashville

NFF GALA



PHOTOS: Clint Searcy



THIRD ANNUAL FASHION FORWARD GALA

SATURDAY, APRIL 9, 2016

WELCOME

Alizah Greenberg and Gen Sohr | Gala Co-Chairs

KEYNOTE ADDRESS

Mayor Megan Barry

DINNER SERVED

INTRODUCTION OF SPECIAL GUEST SPEAKERS

Marcia Masulla & Connie Cathcart-Richardson | NFFF Co-Four

SPECIAL GUESTS

Holly Williams | Musical Performance
Juliana Bass | 2011 NFFF Award Recipient

NASHVILLE FASHION FORWARD FUND PRESENTATION

Amy Fair | Community Foundation of Middle Tennessee

FASHION FORWARD AWARD

Presented by Mike Smith | NFFF Co-Founder

POINT OF VIEW AWARD

Presented by Marcia Masulla for Titos Handmade Vodka

FACE OF FASHION AWARD

Presented by Mdaine Richardson | Margaret Ellis Jewelry

RISING STAR AWARD

Presented by Kimberly Shadwick | The Mall at Green Hill

LEGACY AWARD

Presented by Eric Adler | 2015 NFFF Award Recipient

STYLE ICON AWARD

Presented by Connie Cathcart-Richardson | NFFF Co-Four

THE NASHVILLE FASHION FORWARD FUND
of The Community Foundation of Middle Tennessee
and Gala Co-Chairs
Alizah Greenberg and Gen Sohr
invite you to attend

THE THIRD ANNUAL FASHION FORWARD GALA

SATURDAY, APRIL 9, 2016
7:00 p.m.
OZ ARTS NASHVILLE
6172 Cockrill Bend Circle
Nashville, Tennessee 37209

Cocktails, Dinner, Entertainment
and Presentation of the Fashion Forward Awards

Gala Table Partners
Muna Couture | The Concierge
The Mall at Green Hills | United Apparel Liquidators

FASHION FORWARD AWARD

presented to **DEAN WEGNER**

POINT OF VIEW AWARD

presented to **MARY SENG**

FACE OF FASHION AWARD

presented to **DYLAN STEPHENS**

LEGACY AWARD

presented to **MANUEL CUEVAS**

RISING STAR AWARD

presented to **MARIA SILVER**

NASHVILLE STYLE ICON AWARD

presented to **HOLLY WILLIAMS**

ADVERTISING & PRINT



12TH & BROAD
 Web Banners 5X - March 28 - April 8 | 728 x 90 px

NASHVILLE ARTS
 March 2016 - Full Page

NASHVILLELIFESTYLES.COM | 50,000 Ad Impressions
 March 2016 - Website Leaderboard
 April 2016 - Website Leaderboard

NASHVILLE SCENE | 295,000 Readership/Month
 March 17, 2016 - Full Page
 March 24, 2016 - Full Page
 March 31, 2016 - Double Page
 April 14, 2016 - Full Page

NFOCUS | 93,000 Readership
 March 2015 - Full Page

THE TENNESSEAN | 110,000 Readership (Section 1)
 Web Banners - 300 x 250 px
 Quarter Page 6X

NASHVILLE SIGN | 53,000 Views/Day
 March 28 - April 5 | 36' x 38' Digital Sign at
 Broadway & West End Split

PRINT
 250 Posters Distributed Throughout Nashville
 2,500 Postcards Distributed Throughout Nashville
 500 Gala Invitations
 1000 NFW Program Guides

TOTAL IMPRESSIONS FROM PAID MEDIA: 2,149,000+



IMPRESSIONS & WEB TRAFFIC

NFW WEBSITE TRAFFIC

January* – May 2016

26,666 Visits

52,741 Page Views

20,185 Audience Size

*site relaunched mid-January

NFW FACEBOOK PAGE

9,483 Current Likes

from 11/1/16 to 4/30/16

859,794 Impressions

(**33%** female ages 25-34 / **12%** ages 18-24)

7,837 Unique People Talking About NFW

3,424 Total Page Views

393,338 Total Reached

TWITTER

4,725 Current Followers

41,900 Impressions

3,253 Profile Visits

(April 2016)

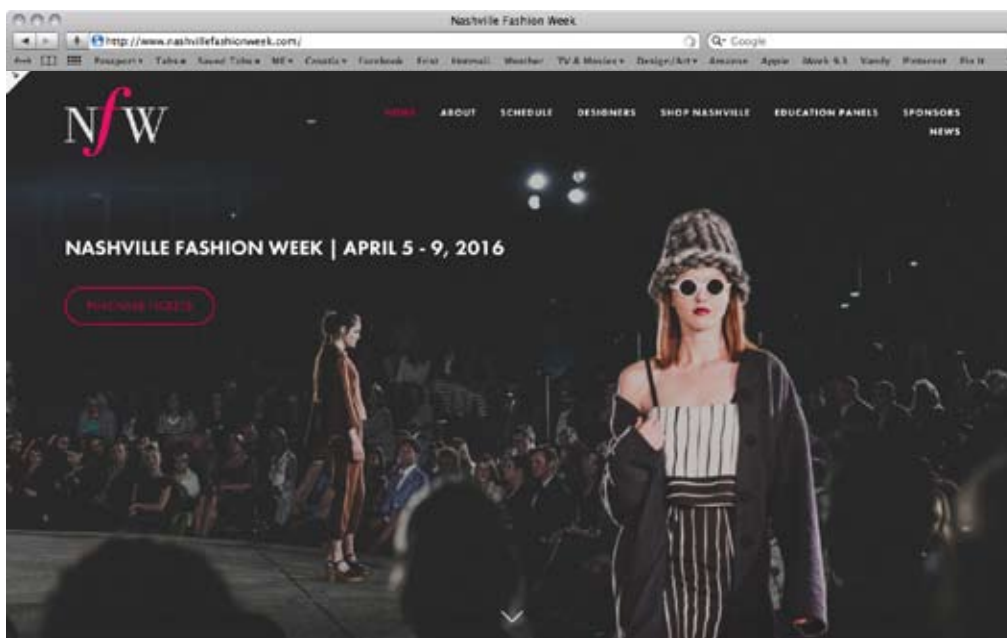
INSTAGRAM

7,198 Current Followers

9,581 #WHYNFW Media To Date

SNAPCHAT GEOFILTERS

410 Uses | **24,700** Views



PRESS RELEASES

October 6, 2015

Join Us For the Nashville Fashion Week 2016 Kickoff Party

October 14, 2015

Emerging Designer + Nashville Fashion Forward Fund Applications are Now Open!

November 13, 2015

Only 30 More Days to Apply for Emerging Designer and Nashville Fashion Forward Fund Award

January 22, 2016

Nashville Fashion Week Names 2015 Fashion Forward Fund Recipient

February 8, 2016

AMAX Talent and Nashville Fashion Week Announce Model Search 2016

February 21, 2016

It's a Big Week for Nashville Fashion Week

February 24, 2016

Nashville Fashion Week Announces First Round of Designers

March 11, 2016

Nashville Fashion Week Announces Three Nights of Runway Shows

March 17, 2016

Nashville Fashion Forward Gala Set to Celebrate Creativity on Final Night of Nashville Fashion

March 21, 2016

Behind the Scenes: An Accessories Installation Gallery

March 25, 2016

Nashville Fashion Week Presents Shop Nashville 2016

March 31, 2016

Nashville Fashion Week Announces Education Panels

April 5, 2016

Nashville Fashion Week Kicks Off Today!

PRESS MEDIA

AS SEEN IN
THE TENNESSEAN



Shelby Adkins, Emily Henneman, Anna Lee, Eva Dymov, Olga Kuznetsov, Jilly Mork

Mindy Smith, Carl Harris

Marcy Ecklund, Eben Lehman

Cornell Peterson, Corchal Albarr, Greenberg, Wicks Jenkins

Melany and Steven Hale, Rachael Fontenot, Milton White



Sam and co-chair Gen Sobel, Holly Williams and Chris Coleman



Candice Greenfield, Van Tucker, Suzanne Cook

AS SEEN IN THE
NASHVILLE
SCENE

Measure of Success

It's a quiet Saturday morning at an unassuming industrial park off Belmont. The most recent show has already closed. The Nashville Fashion Alliance is in its final stages of preparation for the upcoming season. The event is a key economic driver in the city's growth, and it's a source of pride for the fashion community.

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How the Nashville Fashion Alliance plans to guide the growth of the regional fashion industry
BY ABBY WHITE

Au Courant

Fashion Forward Gala recognizes Nashville's fashion industry. The first show of shows and shopping nights at Nashville Fashion Week (NFW) concluded with the Fashion Forward Gala held at O2 Arts. Leading up to the event, attendees spent their time in a series of runway shows and pop-up shops.

PHOTO SUBMITTED. COURTESY NASHVILLE FASHION WEEK FROM THE TENNESSEAN



PHOTO SUBMITTED. COURTESY NASHVILLE FASHION WEEK FROM THE TENNESSEAN

58 MAY 2015 | nashville.com

Looking Back

2011 Christian Siriano showed a stunning collection of gowns using the zebra of an East Nashville church in his runway.

2012 An Emerging Designer Night, Black by Marco Silver designer Pons Silver transforms her collection into an installation that is a highlight out of a 1970s pop art.

2014 The first completely vegan collection, via obnoxious. (See in photos on the bottom left)

2015 Designer Eric Adler showed an incredible menswear collection and later that year became a Nashville Fashion Forward Award recipient.

2015 Nashville Fashion Week by the Numbers



20 designers
46 models
43 boutique events
70 volunteers

COMING HOME TO NASHVILLE FASHION WEEK

Designer Julianna Bass travels world, lives her dream

2015 Nashville Fashion Week is a homecoming for designer Julianna Bass. Since being honored with the 2011 Nashville Fashion Forward Fund award, Bass has been showcasing her clothing line internationally to rave reviews. The Pulaski, Tenn., native returns next month as a star of the Nashville show.

"It is such an honor to be back in Nashville for NFW! So much has changed in the last six years," Bass said via email. "The brand has been traveling, you could say. From New York to Berlin and beyond. There is something to be said about coming home."

"NFW means quite a lot to me. With the Fashion Forward Fund (award)... I traveled to Berlin for a fashion trade show, and that trip opened my interest in relocation from Brooklyn, N.Y. That blind leap of faith eventually led to the growth and expansion of my brand. It was because of that move that I have been afforded the opportunity to live my dream... So,

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years ago when we'd go to different entities and see... We're not representing the fashion industry. The immediate response I got was, 'We have a fashion industry?' There I probably got as to eight calls or emails a week from brands in other cities — Chicago, Denver, Austin, Dallas, Birmingham, Detroit, Miami, Charlotte — wanting to know what the benefits of being part of the fashion alliance."

Callaway notes that Nashville Fashion Week, which launched in 2011 — and which Fashion Forward recently noted as one of the five reasons why "Nashville is leading up" — helped raise awareness early on "Fashion shows are a very important part of any marketing strategy for a fashion brand," she says.

Tucker says awareness also includes being a catalyst for resource development — giving area brands access to the resources they need to be successful, and attracting new brands to the area. She notes that the Nashville Fashion Alliance recently noted as one of the five reasons why "Nashville is leading up" — helped raise awareness early on "Fashion shows are a very important part of any marketing strategy for a fashion brand," she says.

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How the Nashville Fashion Alliance plans to guide the growth of the regional fashion industry
BY ABBY WHITE

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ONLINE MEDIA

ARTICLES

Women's Wear Daily feature - WWD.com
Nashville Scene cover story, full schedule, and highlights - NashvilleScene.com
Nfocus, 2 page Gala coverage, ½ page prevent coverage - NFocusNashville.com
Nashville Arts, accessories two page spread - NashvilleArts.com
StyleBlueprint- Faces of Fashion feature with highlights for NFW. - Styleblueprint.com
Tennessean, Cover of Saturday Portfolio section - Tennessean.com
Tennessean.com, daily reports/photo galleries from the previous nights events
HuffingtonPost.com

TOP INFLUENCERS

Liz Whalen
Zuwan Gaston
Jami-lyn Fehr
Melissa Watkins
Kendra "KayElle" White
D'Anelle Desire
Tierra Fuller
Ayren Cartier
Amber Ford
Chanda Plair
Alicia Searcy

The screenshot shows a web browser displaying a Huffington Post article. At the top, the site's navigation bar includes 'US', 'THE HUFFINGTON POST', and social media icons. Below the navigation is a banner for 'Order online. Avoid the line.' with a 'COUPON IN BASKET' button. The article title is '14 Insanely Cheap Destinations for Spring 2016', dated 03/24/2016. Below the title are social sharing buttons for Pinterest, Facebook, Twitter, Email, and Print, along with a 'Like 102' button. The article is attributed to 'StateTravel' from 'StateTravel.com'. The main content area features a collage of four images: a snowy mountain landscape, a traditional Chinese building at night, a city skyline at night, and a beach at sunset. The text below the images reads: 'We've been watching trends and keeping tabs on deals and prices for months. Now we're ready to share this list of the season's affordable destinations. Why not treat yourself for surviving the winter by booking a trip to one of these insanely affordable spring destinations?' An editor's note states: 'All prices were valid at time of publication, but are subject to change at any time.' The article begins with the heading 'Tennessee' and the first sentence: 'From the Thunder Road Wine Trail in East Tennessee to the live music lining Broadway in downtown Nashville, the Volunteer State is one of the most affordable'.

CONTRIBUTING PHOTOGRAPHERS

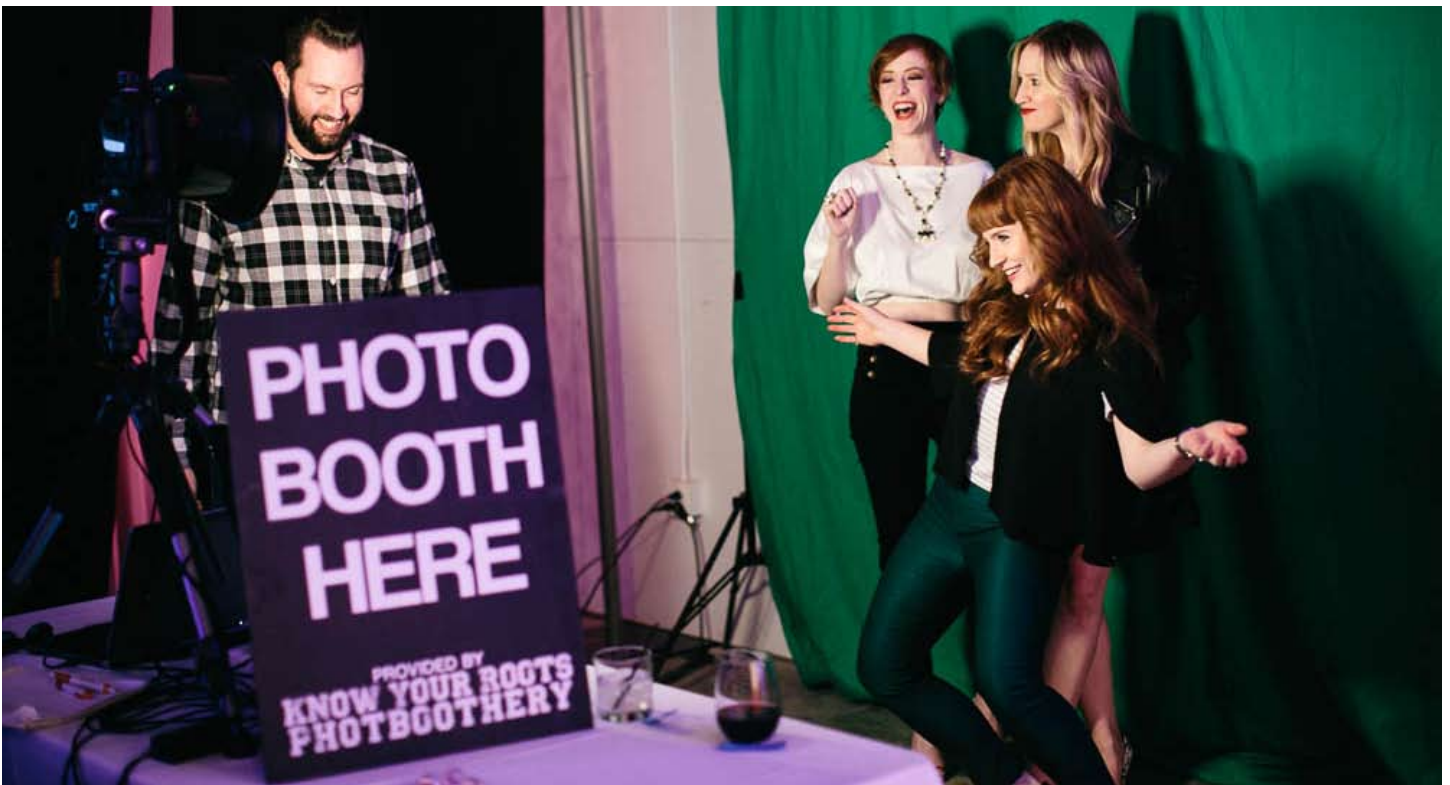


PHOTO: Abigail Bobo

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