

A promotional poster for Nashville Fashion Week. The background is a solid, vibrant red. Three models are featured: on the left, a woman with long, dark hair and eyes closed, wearing a red dress with a wavy pattern; in the center, a woman with long, light brown hair blowing across her face, wearing a red and gold patterned button-down shirt; on the right, a woman with dark hair and large hoop earrings, wearing a red top. The text 'FIVE DAYS OF FASHION' is overlaid in large, white, bold, sans-serif font across the middle. In the bottom right corner, the dates 'APRIL 4-8, 2017' are in white, followed by 'NASHVILLE' in white and 'FASHIONWEEK' in a larger, bold, pink font. Below that, in smaller white text, it says 'BENEFITING THE NASHVILLE FASHION FORWARD FUND OF THE COMMUNITY FOUNDATION OF MIDDLE TENNESSEE' with a registered trademark symbol.

# FIVE DAYS OF FASHION

APRIL 4-8, 2017  
NASHVILLE  
**FASHIONWEEK**<sup>®</sup>

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



# MISSION

Nashville Fashion Week was conceived in 2010 to foster Nashville's heralded community spirit and concentration of creative, fashion-forward and entrepreneurial talent, to create a one-of-a-kind five day event that is uniquely Nashville.

Nashville Fashion Week kicked off in April 2011 with a city-wide celebration of Nashville's thriving fashion and retail community and its vast array of creative talent and continues to gain momentum year after year. 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.

Nashville Fashion Week is co-founded and directed by a collaboration of fashion, media and marketing professionals who have partnered to combine their passion and resources to create a completely volunteered and run event that spotlights Nashville's growing fashion community with an ongoing, sustainable focus for philanthropic support of our creative community.

Ticket proceeds from Nashville Fashion Week benefit the Nashville Fashion Forward Fund of The Community Foundation of Middle Tennessee. The Nashville Fashion Forward Fund gives an annual award to advance the career of select local talent with demonstrated experience in a fashion-related field. The Nashville Fashion Forward Fund ensures that Nashville Fashion Week will impact the Nashville fashion community for many years to come.



**JULIANNA BASS | 2011**



**LAUREN LEONARD PHELPS | 2012**



**ELISE JOSEPH | 2013**



**CERI HOOVER | 2014**



**ERIC ADLER | 2015**



**BRETT WARREN | 2016**

The Nashville Fashion Forward Fund of The Community Foundation of Middle Tennessee is an endowed fund that supports the next generation of fashion industry professionals with ties to Middle Tennessee by providing financial awards and resources for experiential professional development opportunities. Experienced designers as well as professionals in all aspects of the fashion industry from photographers to stylists, models, hair and makeup artists, boutique owners and bloggers are encouraged to apply each fall for this award to further their career in the fashion industry.

Established in 2011 by the co-founders of Nashville Fashion Week, the Nashville Fashion Forward Fund and application process is managed by 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)/VOGUE Fashion Fund to advance the career of select local talent with demonstrated experience in a fashion-related field. Applications are accepted each fall with the recipient announced in January. Ticket proceeds from Nashville Fashion Week benefit the Nashville Fashion Forward Fund.

The Community Foundation of Middle Tennessee oversees more than 1,050 charitable funds, providing customized philanthropic solutions with flexibility for donors, nonprofit organizations and the community. In the past 24 years, The Community Foundation has distributed more than \$715 million to community programs and institutions. It is located at 3833 Cleghorn Avenue, #400, Nashville, TN 37215. For more information, call 615-321-4939 or visit CFMT.org.





# BRETT WARREN

## NASHVILLE FASHION FORWARD FUND RECIPIENT 2016

Fashion photographer Brett Warren has been named the sixth annual Nashville Fashion Forward Fund recipient by The Community Foundation of Middle Tennessee (CFMT). A committee of the Board of CFMT selected Warren amongst a group of experienced fashion industry applicants with ties to Middle Tennessee. Warren is the first photographer to be selected as a recipient of the Fund.

Brett Warren lives in a world where anything is possible. While studying design and photography at MTSU, Brett became passionately inspired to present the world as it could be through images that would appeal to the mind and imagination. What started with a dream and a Nikon Cool Pix has turned into a means to convey emotion, and to share untold stories and convictions. Along the way he found encouragement through a personal encounter with Wayne White, a more-than-serendipitous internship with Annie Leibovitz, and invitations to shoot at New York Fashion Week.

Since 2011 he has produced multiple events, spoken at Universities, worked behind the scenes on sets for Vogue, art directed major label music videos, and had his work featured in local and national publications. In addition, Brett has been highly active in the local community by serving on the Nashville Fashion Week Advisory Council, and is an avid supporter of the Nashville fashion community. He has been recognized among his peers, for his "Point of View," and built long-lasting relationships with those in and out of the fashion world.

While he has worked with easily recognized brands such as, Billy Reid, Surface Magazine, and GQ, he is just as passionate about working with some that may not be as familiar...yet.





### **SPONSORED BY**

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

### **GALA TABLE SPONSORS**

Emerson | Grace  
FASHIONABLE  
TRIBE Talent

### **STYLE SPONSORS**

Green Pea Salon ^  
the cosmetic market ^  
William Edge ^

### **EVENT SPONSORS**

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City Winery Nashville ^  
Element Music Row  
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FLWR Shop  
Jive! A Digital Print Factory ^  
Know Your Roots Photoboothery ^  
Legacy Ink  
Marc Fisher  
Margaret Ellis Jewelry ^  
MTSU Textiles, Manufacturing & Design ^  
Music City Tents & Events ^  
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Picturebooth.co  
Proper PR  
Rachel's Boutique  
Sensational Sounds ^  
Shepard's Handcrafted Bespoke Tailoring  
Track One ^  
Two Rivers Ford  
Union Station Hotel  
Waller ^

### **PRESENTING BOUTIQUES**

Levy's ^

### **GIFT BAG SPONSORS**

the cosmetic market ^  
The Mall at Green Hills ^  
Omorovicza ^  
Opry Mills ^  
UAL ^

### **HOSPITALITY SPONSORS**

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Chef's Market ^  
Nashville Ice Lab  
Martin's Bar-B-Que  
Mouton Noir Wines ^  
MStreet ^  
Renaissance Hotel ^  
Taco Bell  
Taziki's  
Tito's Handmade Vodka ^

### **MEDIA SPONSORS**

Nashville Arts ^  
Nashville Lifestyles ^  
Nashville Scene ^

Nfocus ^  
StyleBlueprint ^  
The Tennessean ^  
12th & Broad ^

### **OFFICIAL PHOTO & VIDEO**

Abigail Bobo ^  
Alaina K. Mullin  
Alaina Latona Photography ^  
Codey Lewis ^  
Friend Films  
Henpeck Lane  
Marci Badman  
NFI  
Nolan Knight Photography  
Ris Boras Creative  
Samantha Hunt Photography  
Scrivens Media  
Shelby Goldsmith ^  
Smallhands Creative  
Snappylifestyles ^  
Stealth Productions  
Visionairies Photography  
William Aubrey Reynolds Photography

### **COMMUNITY PARTNERS**

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

SPONSORED BY



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STYLE SPONSORS



PRESENTING BOUTIQUES



MEDIA SPONSORS



PRESENTING BOUTIQUES



GALA TABLE SPONSORS



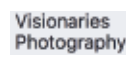
AAP GIFT BAG SPONSORS



HOSPITALITY SPONSORS



OFFICIAL PHOTO & VIDEO



COMMUNITY PARTNERS



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



"What an incredible week it was. We are thrilled to have been able to have a community partnership presentation with Nashville Fashion Week, and we hope we can do it again next year!"

**LAUREN SNELLING, ARTISTIC DIRECTOR AT OZ ARTS NASHVILLE**



AUTOGRAPH COLLECTION  
HOTELS

"It was a true pleasure working with the Nashville Fashion Week team on the Emerging Designers showcase. Bringing this event to Union Station was a highlight for the property, while we worked with Marcia, Mike and Tate to transform our event space into a camera-ready runway. The show had amazing energy and the promotion behind it helped to create a great local buzz! The team was courteous, professional and a genuine delight to work with!"

**KATE THOMPSON, DIRECTOR OF SALES & MARKETING AT UNION STATION HOTEL**



"Thank you for the opportunity for MTSU TXMD to participate in NFW 2017 as an event sponsor. Our students who attended the Your Brand Your Way session through our partnership are still talking about how much they learned. Feedback from the four students you offered BOH positions is how the experience applies to their upcoming careers in the industry. NFW is a great learning and networking opportunity for our students as evidenced by the three returning students you used in BOH positions." -

**RICK COTTLE, PH.D., ASSISTANT PROFESSOR AT MIDDLE TENNESSEE STATE UNIVERSITY, TEXTILES, MERCHANDISING, & DESIGN**



"Thank you so much for this opportunity. I feel that Nashville Fashion Week propels me into the rest of my artistic year, and this year especially I feel like a very different person as I reflect. I appreciate your guidance, direction and support. Though the photography for NFW is a product of the fashion and design and function of the event that is NFW, my craft felt like it had a place and that I was still an important element to bring the event to its full potential. It's not often humans feel like they fully belong in any place but NFW is a nurturing environment for creatives, and every year I feel like I belong. So, thank you! Thank you for keeping the spirit of NFW propelling forward. What a great week we had."

**ALAINA LATONA, BACK OF HOUSE PHOTOGRAPHER**



"I enjoyed working with NFW mostly for the opportunity to give back directly and indirectly to the Nashville Fashion Forward Fund. This year's events gave me an in-depth perspective on how NFW impacts the surrounding community in many ways."

**TROY CHEAIRS, LEGACY INK**

# ATTENDANCE

**2000+** FASHION SHOWS & EVENTS

**89** SPONSORS

**64** RETAIL PARTNER EVENTS

**16** DESIGNERS

**62** MODELS

**110** VOLUNTEERS



# SCHEDULE

## MONDAY 4|3

10AM - 6PM /  
**AMERICAN THREADS** - GREEN HILLS  
**ASHBLUE** - GREEN HILLS  
**UAL** - WEST END, HILLSBORO VILLAGE & BRENTWOOD

4 - 7PM / 12 SOUTH  
**EMERSON GRACE**

## TUESDAY 4|4

10AM - 6PM /  
**ASHBLUE** - GREEN HILLS  
**LEVY'S** - GREEN HILLS  
**OBAG** - THE MALL AT GREEN HILLS  
**SCOUT & MOLLY'S BOUTIQUE** - HILLSBORO VILLAGE  
**STELUTA** - EAST NASHVILLE

11AM - 6PM / THE GULCH  
**FLIP**

1 - 3PM / THE GULCH  
**NFW LEARNING LAB**  
**MARGARET ELLIS JEWELRY**

4 - 6PM / THE NATIONS  
**FASHIONABLE**

5 - 6PM / THE MALL AT GREEN HILLS  
**MADEWELL**

6:30PM / OZ ARTS NASHVILLE  
**NASHVILLE DESIGNER SHOWCASE IN  
 COLLABORATION WITH OZ ARTS NASHVILLE**  
 SPONSORED BY WILLIAM EDGE SALON & OPRY MILLS  
**MINXX**  
**ONA REX**  
**TRULY ALVARENGA**  
**CAVANAGH BAKER**  
**ANY OLD IRON**  
**AMANDA VALENTINE**

9:30 - 11PM / OZ ARTS NASHVILLE  
**OFFICIAL NFW OPENING NIGHT PARTY**  
 SPONSORED BY WILLIAM EDGE SALON

## WEDNESDAY 4|5

10AM - 6PM /  
**ASHBLUE** - GREEN HILLS  
**LEVY'S** - GREEN HILLS  
**SCOUT & MOLLY'S BOUTIQUE** - HILLSBORO VILLAGE  
**STELUTA** - EAST NASHVILLE

11AM - 6PM / 12 SOUTH  
**CERI HOOVER**

12 - 1:30PM / DOWNTOWN  
**NFW LEARNING LAB**  
**WALLER LANSDEN DORTCH & DAVIS, LLP**

12 - 4PM / HILL CENTER GREEN HILLS  
**BARTON PERREIRA**

4 - 6PM / THE MALL AT GREEN HILLS  
**DAVID YURMAN**

5 - 6PM / HILL CENTER GREEN HILLS  
**VINEYARD VINES**

6:30PM / THE VERANDA AT UNION STATION  
**EMERGING DESIGNER RUNWAY SHOW**  
 SPONSORED BY THE MALL AT GREEN HILLS  
**LILY GUILDER**  
**NASHIELI JULIANNA**  
**SPLASHED BY DKG**  
**MADNESS IS**  
**ANDREW GALLIVAN**

9:30 - 11PM / UNION STATION  
**OFFICIAL NFW AFTER PARTY**

## THURSDAY 4|6

10AM - 6PM /  
**ASHBLUE** - GREEN HILLS  
**GUS MAYER** - THE MALL AT GREEN HILLS  
**H. AUDREY** - HILL CENTER GREEN HILLS  
**LEVY'S / MINXX** - GREEN HILLS  
**OAK HALL** - HILL CENTER GREEN HILLS  
**PRIVATE EDITION** - GREEN HILLS  
**SCOUT & MOLLY'S BOUTIQUE** - HILLSBORO VILLAGE  
**STELUTA** - EAST NASHVILLE

12 - 1PM / GRASSMERE  
**NFW LEARNING LAB**  
**ELIZABETH SUZANN**

12 - 4PM / DOWNTOWN  
**RACHEL'S BOUTIQUE**

12 - 6PM / EAST NASHVILLE  
**ANY OLD IRON / ANY OLD IRON & TRULY ALVARENGA**

5 - 6PM / HILL CENTER GREEN HILLS  
**OAK HALL**

6:30 - 9:30PM / 5TH AVENUE OF THE ARTS &  
 THE FRIST CENTER OF THE VISUAL ARTS  
**PHOTOGRAPHY + FASHION**

9:30 - 11PM / BAR SOVEREIGN  
**OFFICIAL NFW AFTER PARTY**

## FRIDAY 4|7

10AM - 6PM /  
**AMERICAN THREADS** - EDGEHILL VILLAGE  
**ASHBLUE** - GREEN HILLS  
**H. AUDREY** - HILL CENTER GREEN HILLS  
**LEVY'S** - GREEN HILLS  
**MARGARET ELLIS JEWELRY AT NINA**  
**KUZINA GALLERY** - BELLE MEADE  
**MINXX AT JAMIE** - BELLE MEADE  
**OAK HALL** - HILL CENTER GREEN HILLS  
**POSH BOUTIQUE / MADNESS IS** - HILLSBORO VILLAGE  
**PRIVATE EDITION** - GREEN HILLS  
**SCOUT & MOLLY'S BOUTIQUE** - HILLSBORO VILLAGE  
**STACEY RHODES BOUTIQUE / LAGI NADEAU** - BRENTWOOD  
**STELUTA** - EAST NASHVILLE  
**TWO OLD HIPPIES** - THE GULCH

4 - 6PM / EAST NASHVILLE  
**LILY GUILDER DESIGN SHOWROOM**

5 - 6PM / EAST NASHVILLE  
**STELUTA / ALABAMA CHANIN**

7PM / BMI  
**READY-TO-WEAR RUNWAY SHOW**  
 SPONSORED BY SHEPARD'S HANDCRAFTED BESPOKE TAILORING  
**MUSICAL GUEST ERIN MCCARLEY**  
**FAUXGERTY**  
**SHEA STEELE**  
**MICHAEL DRUMMOND**  
**LAGI NADEAU**  
**PATRICK ASSARAF**

## SATURDAY 4|8

10 - 11AM / DOWNTOWN  
**NFW LEARNING LAB**  
**ALABAMA CHANIN AT AURORA NASHVILLE**

10AM - 12PM / DOWNTOWN  
**NFW LEARNING LAB**  
**ALABAMA CHANIN AT AURORA NASHVILLE**

10AM - 6PM /  
**ASHBLUE** - GREEN HILLS  
**H. AUDREY** - HILL CENTER GREEN HILLS  
**JUDITH BRIGHT** - 12 SOUTH  
**LEVY'S / PATRICK ASSARAF** - GREEN HILLS  
**MARGARET ELLIS JEWELRY AT NINA**  
**KUZINA GALLERY** - BELLE MEADE  
**OAK HALL** - HILL CENTER GREEN HILLS  
**SCOUT & MOLLY'S BOUTIQUE** - HILLSBORO VILLAGE  
**STACEY RHODES BOUTIQUE / LAGI NADEAU** - BRENTWOOD  
**STELUTA** - EAST NASHVILLE  
**TWO OLD HIPPIES** - THE GULCH

12 - 5PM / THE MALL AT GREEN HILLS  
**TRUE RELIGION**

1 - 4PM / GREEN HILLS  
**DILLARD'S GREEN HILLS**  
**SOCA CLOTHING**

1 - 5PM / GREEN HILLS  
**LEVY'S**

6:30PM / TRACK ONE  
**FOURTH ANNUAL FASHION FORWARD GALA**  
 FEATURING GUESTS SPEAKERS NATALIE CHANIN &  
**BUTCH SPYRIDON, MUSICAL GUEST SHELLY COLVIN**

10PM - / TRACK ONE  
**GALA LATE NIGHT PARTY**  
 SPONSORED BY WILLIAM EDGE SALON



# DESIGNERS



- Amanda Valentine\*^
- Andrew Gallivan
- Any Old Iron\*^
- Cavanagh Baker\*
- Fauxgerty
- Lagi Nadeau^
- Lily Guildler\*
- Madness Is\*
- Michael Drummond^
- MINXX\*
- Nasheli Juliana
- Ona Rex\*^
- Patrick Assaraf
- Shea Steele^
- Splashled by DKG
- Truly Alvarenga\*^

PHOTOS: Abigail Bobo, Alaina K Mullin & Codey Lewis

\* LOCAL DESIGNER

^ RETURNING DESIGNER



O N A  
R E X



DAY 1  
OZ ARTS NASHVILLE



Nasheli Juliana



DAY 2  
UNION STATION  
HOTEL

MADNESS IS

ANDREW GALLIVAN



SHEA STEELE  
SHEA STEELE  
SHEA STEELE  
SHEA STEELE  
SHEA STEELE

michael drummond

DAY 4  
BMI



PATRICK ASSARAF

## DESIGNER TESTIMONIALS



"Well that was fun wasn't it? Was so great to be part of NFW this year. The amount of love we received as we build our brand is truly a driving force to make us create even bigger and better things now and in the future."

**ANDREW CLANCEY, ANY OLD IRON**



"As a designer, it was the best I had ever been taken care of at an event - all of the girls who helped us were so eager and made the whole process really seamless. Meg and I were joking we had never gone to an out-of-town event and had time to actually get ready beforehand! I am so grateful to have been involved, and if I can help in any way with recruiting designers for next year, I would be happy to share my experience with them."

**CRISSY FOGERTY, FAUXGERTY**



LAGI NADEAU

"Being invited back to NFW was a no brainer for me. The NFW team and audience gets it and this year I was blown away by the level of the runway show, the team, the support from the audience, and the push in shopping small. It's the ideal situation when you see your creations presented at such an exceptional level, I couldn't be happier with my experience and am so grateful to the NFW team and supporters!"

**LAGILELEI NADEAU, LAGI NADEAU**



"From the moment I arrived at the wonderful world of Oz, we met the most extraordinary team and had the most magical experience. I was blown away by the care, attention to detail, and dedication to making each designer's vision come to life. Being a part of Nashville Fashion Week was the highest honor. Working with Marcia Masulla is the most divine experience. She radiates joy and makes you feel so heard and important. She is such a bright light and gem to our fashion community, as I am very grateful and feel blessed to know her. To watch my collection pass by me on the runway in my hometown, and then to look out and see the faces of those I love in the sold out audience is a moment I'll never forget. I've felt so humbled by the reaction I've received since the show. It's given me great joy to hear such positivity connected to my faith-filled line. Nashville Fashion Week has made my dream with MINXX come true."

**MARGARET ROBERTS, MINXX**



"... Your show was excellent, your team kind and servicial. I will always be grateful for this experience and the people I met."

**NASHELI JULIANA, NASHELI JULIANA**

## DESIGNER TESTIMONIALS

O N A  
R E X

"Nashville Fashion Week has been with me since the beginning of my brand, and has allowed me the platform to exhibit my most prized pieces to industry professionals, retailers, influencers, and peers. This year was no different! The Nashville Designer Showcase at OZ was definitely my favorite event thus far and I can't wait to see where Nashville Fashion Week takes things next year!"

**ASHLEY BALDING, ONA REX**

**PATRICK ASSARAF**

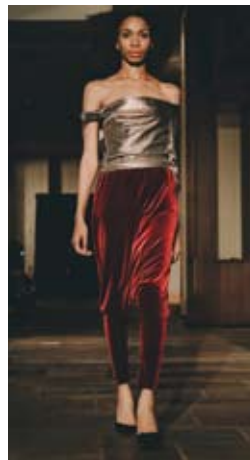
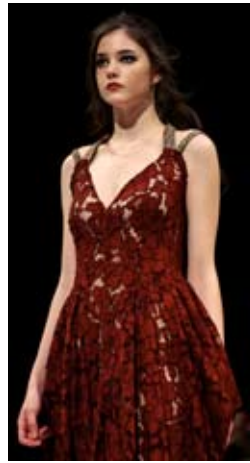
"Nashville Fashion Week was a lot of fun with an exciting young energy! The event was extremely well organized, which resulted in a great show! We loved working with the ladies behind the scenes and we're all looking forward to coming back next year."

**PATRICK ASSARAF, PATRICK ASSARAF**



"I must say you and your team did an excellent job! The southern hospitality that you all showed us was very welcoming and inviting. We are very thankful for the platform to introduce Nashville to our brand, Splashed by DKG. After such a flawless performance on the runway to have one of the founders then wear a piece of our collection the next night during NFW was the icing on the cake! We are forever grateful to you all and that is #whynfw rocks!"

**DANIEL GREER, SPLASHED BY DKG**





PHOTOS: Abigail Bobo, Alaina Latona, Codey Lewis, Gerry Navarrete, Samantha Hunt, Stephanie Johnson & William Aubrey Reynolds

# SHOP NASHVILLE WEEK

31 PARTICIPATING RETAIL PARTNERS | 64 EVENTS



PHOTOS: NFW PR Team

American Threads  
Any Old Iron^  
AshBlue  
Barton Perreira  
Ceri Hoover  
David Yurman  
Dillard's Green Hills  
Emerson Grace^  
FASHIONABLE  
Flip ^

Gus Mayer^  
H. Audrey ^  
Judith Bright  
Levy's^  
Lily Guilder  
Madewell^  
Margaret Ellis Jewelry^  
MINXX  
O bag Nashville  
Oak Hall

Posh ^  
Private Edition^  
Rachel's Boutique  
Scout & Molly's  
SOCA^  
Stacey Rhodes Boutique^  
Steluta  
True Religion  
Two Old Hippies^  
UAL^  
Vineyard Vines

^ RETURNING BOUTIQUE





BARTON PERREIRA

CERI HOOVER

DAVID YURMAN



EMERSON | GRACE



TRUE RELIGION



# LEARNING LABS

UNDERWRITTEN IN PART BY MTSU TEXTILES, MERCHANDISING & RETAIL AND WALLER LANSDEN DORTCH & DAVIS, LLP



## **MARGARET ELLIS JEWELRY INTRO TO METALSMITHING: MAKE YOUR OWN PEARL BANGLES**

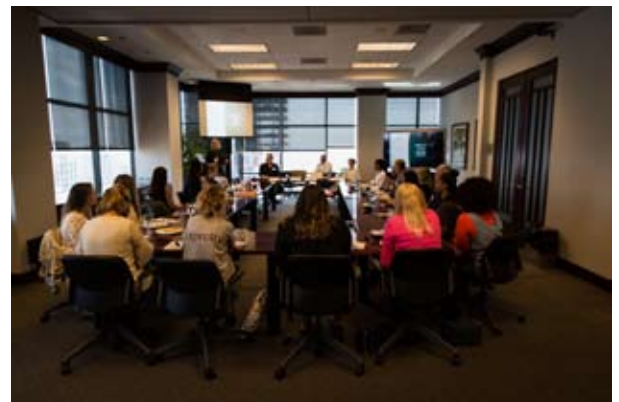
TUESDAY, APRIL 4 | 1 – 3 PM

Learn to make your very own set of classic ME bronze pearl bangles with the assistance from one of Nashville's most respected local businesses. Margaret Ellis Jewelry utilizes strong shapes and textures to bring new relevance to classic handcrafted designs. Precious metals, individually select pearls and stones form modern and timeless works of art designed to be worn for years to come. ME designer/owner McClaine Richardson and ME master metalsmiths will help you find your inner creativity and inspiration through the art of jewelry design. Ticket price includes admission and all materials needed to create your choice of a Set of 6 with 2 Pearl Bangles or a Set of 3 with 5 Pearl Bangles during the time of this event at the Margaret Ellis studio.

## **YOUR BRAND, YOUR WAY AND HOW TO PROTECT IT**

WEDNESDAY, APRIL 5 | 12:00 - 1:30 PM

Protecting your brand is a personal and important development for any business, small or large. Waller is proud to host a Learning Lab panel with Mila Griggs (MODA Image & Brand Consulting), Christopher Lester, Lucas Leverett (Jive! - A Printworks Studio) and Kristen Johns (Attorney, Waller) to discuss this important focal point of any marketing plan for a business. Topics to be discussed will include the necessity of a personal brand story, e-mail extension of a brand, how printed materials can effectively communicate your business, and what steps can be taken to protect a brand's integrity. Lunch provided by Waller.



# LEARNING LABS



## **TOUR A DESIGNER'S STUDIO - ELIZABETH SUZANN**

THURSDAY, APRIL 6 | 12 – 1 PM

Peek inside the world of a local designer. Elizabeth Suzann is a young design company producing elegant, utilitarian women's clothing from its hybrid production facility and design studio. Designer and founder Liz Pape challenges traditional fashion norms and aims to return to the days of cottage industry-style manufacturing and capsule wardrobes with intentional, well-designed, and seasonless pieces.

Elizabeth Suzann's entire line is designed and produced completely in-house - from original sketches to fulfillment. Tour the entire studio with the designers herself and get an in-depth look at one of the local fashion community's most successful companies. One lucky ticket holder will win a \$250 gift card.



## **HOW TO: MAKE MONEY BLOGGING FEATURING CHLOE WEN**

SATURDAY, APRIL 8 | 10 – 11 AM

Have you ever wanted to make money blogging? Local Nashville blogger Chloe Wen left college to become a successful lifestyle blogger and she's hosting a 4-tier educational event for those who wish to learn her craft. She'll walk attendees through the steps of finding your brand, perfecting your pitch, knowing your worth, and working with brands/getting paid. Inspired by passion and love for the city of Nashville, Chloe transitioned her photography business into a successful brand. Learn how you can become a successful blogger. Lite bites provided by Chauhan Ale & Masala House.

# GALA

## NASHVILLE FASHION FORWARD AWARDS



PHOTOS: Samantha Hunt

THE FOURTH ANNUAL

### *Fashion Forward Gala*

SATURDAY, APRIL 8, 2017

WELCOME  
Kimberly Lewis and Gen Sohr | Gala Co-Chairs

SPECIAL REMARKS  
Butch Spyridon

Dinner Served

INTRODUCTION OF SPECIAL GUEST SPEAKERS  
Marcia Masulla & Connie CathcartRichardson | Co-Founders

SPECIAL GUESTS  
Natalia Chinin  
Shelly Colvin | Musical Performance

NASHVILLE FASHION FORWARD FUND PRESENTATION  
Amy Fair | Community Foundation of Middle Tennessee  
& Brett Warren | NFFF 2016 Recipient

STYLE ICON AWARD - Sandra Lipman  
Presented by Mike Smith | Co-Founder

LEGACY AWARD  
Presented by Marcia Masulla | Co-Founder

RISING STAR AWARD  
Presented by Kelsi Bull | Tito's Handmade Vodka

POINT OF VIEW AWARD  
Presented by Ross Hill | PictureBooth

FACE OF FASHION AWARD  
Presented by Melaine Richardson | Margaret Ellis Jewelry

FASHION FORWARD AWARD  
Presented by Connie CathcartRichardson | Co-Founder

THANK YOU

### THE NASHVILLE FASHION FORWARD FUND

of The Community Foundation of Middle Tennessee  
and Gala Co-Chairs Kimberly Lewis and Gen Sohr

Invite You To Attend

THE FOURTH ANNUAL

### *Fashion Forward Gala*

SATURDAY, APRIL 8, 2017  
6:30 p.m.

TRACK ONE  
1311 4th Ave South  
Nashville, Tennessee 37203

Cocktails, Dinner and  
Presentation of the 2017 Fashion Forward Awards  
featuring Style Icon Sandra Lipman

Special Remarks by Butch Spyridon and Natalia Chinin  
with Musical Performance by Shelly Colvin

R.S.V.P. by March 24  
[NASHVILLEFASHIONWEEK.COM](http://NASHVILLEFASHIONWEEK.COM)

**GALA CO-CHAIRS  
KIMBERLY LEWIS  
& GEN SOHR**

**FASHION FORWARD AWARD  
BARRETT WARD**

**NASHVILLE STYLE ICON AWARD  
SANDRA LIPMAN**

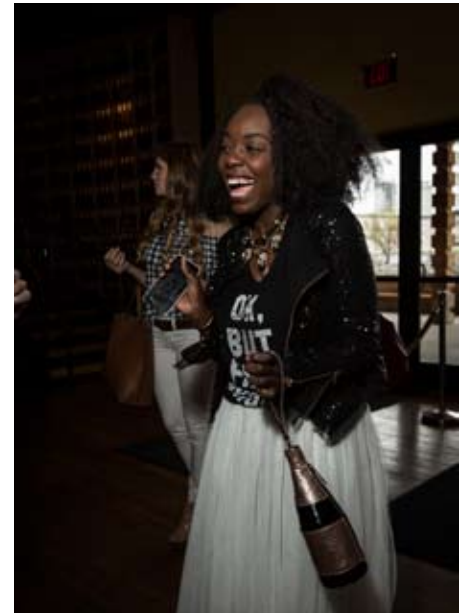
**LEGACY AWARD  
DAVID & ELLEN LEVY**

**RISING STAR AWARD  
RENAE CURREY**

**POINT OF VIEW AWARD  
CASSIE KELLY**

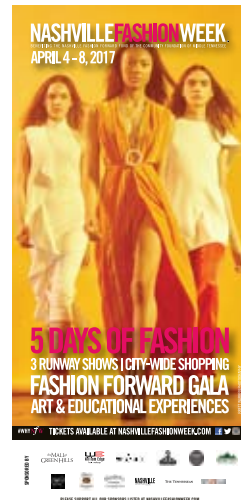
**FACE OF FASHION AWARD  
RENEE PETERS**

# BLOGGER BRUNCH



PHOTOS: William Reynolds

# ADVERTISING & PRINT



**NASHVILLE ARTS**  
March 2017 - Full Page

**NASHVILLE LIFESTYLES**  
March 2017 - 1/6 Horizontal  
April 2017 - Full Page

**NASHVILLE SCENE**  
February 23, 2017 - Half Page  
March 9, 2017 - Half Page  
March 23, 2017 - Full Page  
March 30, 2017 - Full Page  
April 13, 2017 - Full Page

**NFOCUS**  
March 2017 - Full Page  
April 2017 - Half Page

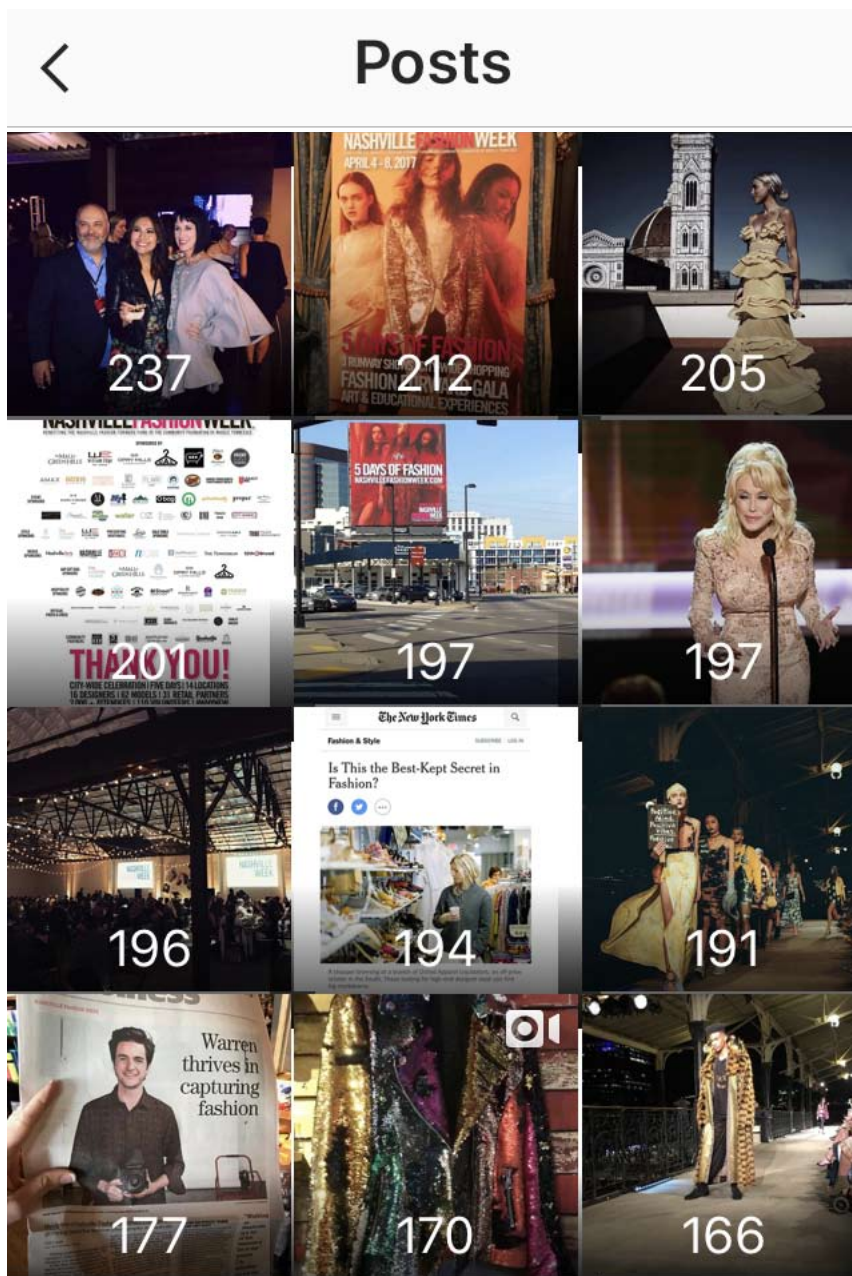
**THE TENNESSEAN**  
Web Banner x2 - 300 px x 250 px  
March 10 - April 2 - Quarter Page x 9

**12TH & BROAD**  
Web Banner x2 - 728 px x 90 px

**DIGITAL BILLBOARD**  
Nashville Sign March 29 - April 8

**PRINT**  
250 Posters Distributed Throughout Nashville  
25,000 Postcards Delivered to Participating Boutiques for Distribution

# IMPRESSIONS & WEB TRAFFIC



**NFW WEBSITE TRAFFIC**  
 January – April 2017  
**62,160** Page Views  
**30,187** Visits  
**19,026** Unique Visitors

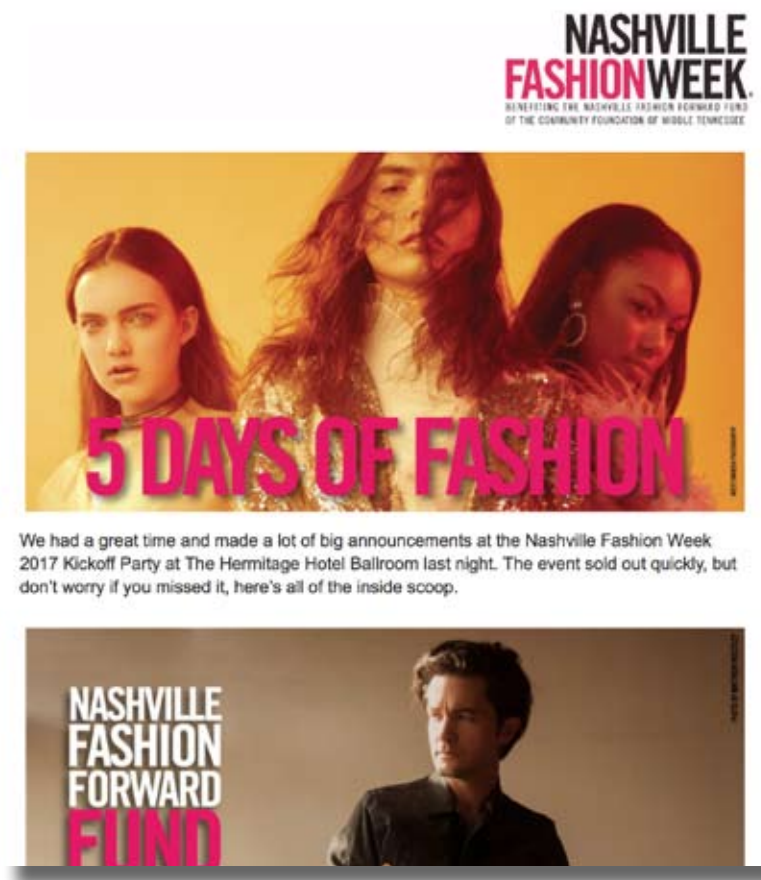
**INSTAGRAM 10.3K**

**PHOTOS POSTED ON INSTAGRAM**  
**12,425** #whyntfw  
**2,144** #nashfashweek

**FACEBOOK**  
**10,025** Current Likes  
**9,774** Followers

**TWITTER 4,926**

# PRESS RELEASES



sent to **76.669+** recipients from September 2016 - April 2017

April 10, 2017

**Nashville Fashion Week Presents The 2017 Fashion Forward Awards at the Fourth Annual Fashion Forward Gala**

April 3, 2017

**Celbrate Nashville Fashion Week**

March 30, 2017

**Nashville Fashion Week Tickets are Starting to Sell Out!**

March 27, 2017

**Nashville Fashion Week Presents Shop Nashville Week 2017**

March 23, 2017

**Nashville Fashion Week Announced Five Interactive "Learning Labs"**



# PRESS RELEASES

March 21, 2017

**Nashville Fashion Week to Host An Evening of Photography + Fashion**

March 13, 2017

**Introducing the First Nashville Fashion Week Blogger Brunch**

March 10, 2017

**The Nashville Fashion Forward Fund Gala to Celebrate Nashville's Creative Community on Closing Night of Nashville Fashion Week**

March 8, 2017

**Nashville Fashion Week Announces Runway Show Locations with a New Runway Pass for All Three Nights**

February 21, 2017

**Sixth Annual Nashville Fashion Forward Fund Recipient Named by the Community Foundation of Middle Tennessee**

February 14, 2017

**Nashville Fashion Week and AMAX Talent Announce Model Search 2017**

January 30, 2017

**Nashville Fashion Week 2017 Kickoff Party**

October 7, 2016 & November 7, 2016

**Nashville Fashion Week Seeks Applications for The Community Foundation of Middle Tennessee's 2016 Nashville Fashion Forward Fund Award and Emerging Designers for 2017**

September 27, 2016

**Nashville Fashion Week 2017 Launch Party**

September 16, 2016

**Doorstop Drycleaning Will Help the Nashville Fashion Forward Fund and YOU!**

# NFW COMMITTEE



## CO-FOUNDERS & MANAGING PARTNERS

Connie Cathcart-Richardson  
 Marcia Masulla  
 Mike Smith

## DIRECTORS

Amy Fair<sup>^</sup>  
 Tate Forbes<sup>^</sup>  
 McLaine Richardson<sup>^</sup>

## STEERING COMMITTEE

Caroline Acree<sup>^</sup>  
 Chelsea Beauchamp  
 Jamie Bibler<sup>^</sup>  
 Mikaela Clark<sup>^</sup>  
 Shelby Goldsmith<sup>^</sup>  
 Rose Mary Gorman  
 Amos Gott<sup>^</sup>  
 Gerard Hardiman<sup>^</sup>  
 Leah Harrington<sup>^</sup>  
 Cynthia Kelley  
 Lindsay Langley  
 Kimberly Lewis  
 Pam Manela  
 Jenn Mouthouta  
 Jessica Musman<sup>^</sup>  
 Kate Neal<sup>^</sup>  
 Kimberly Sawyer  
 Gen Sohr<sup>^</sup>  
 Nina Thomas<sup>^</sup>  
 Mary Kathryn Yeiser<sup>^</sup>

## ADVISORY COUNCIL

Muna Abboud  
 Lisa Bush  
 Crystal Churchwell

Stephanie Cohen  
 Jen Cole  
 Shelly Colvin  
 Rick Cottle  
 Robert Darwell  
 Vincent Dreffs  
 Marcy Eskind  
 Liza Graves  
 Alizah Greenberg  
 Malcolm Greenwood  
 Chris Hyndman  
 David Levy  
 Kimberly Lewis  
 Mark Mason  
 Erin McAnally  
 Jodi Miller  
 Janice Elliott Morgan  
 Martha Nemer  
 Elizabeth Nichols  
 Aylin Ozgener  
 Ashley Parkes  
 Lauren Leonard Phelp  
 Ellen Pryor  
 Sylvia Rapoport  
 Stacey Rhodes  
 Olivia Nash Richardson  
 Linda Roberts  
 Tarasina Schneller  
 Poni Silver  
 Gen Sohr  
 Stacie Standifer  
 Cherylann Stephens  
 Jeff Teague  
 Brett Warren  
 Abby White

PHOTOS: Alaina Latona, Samantha Hunt & Snappylifestyle

<sup>^</sup> RETURNING VOLUNTEER