

# ELEVATED

APRIL 3 -7, 2018

NASHVILLE

**FASHIONWEEK**

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



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 was co-founded by a collaboration of fashion, media and marketing professionals that partnered to combine their passion and resources to create a completely volunteer-led, run and managed 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.

Take a glance at recaps from previous years for more insight into the history of Nashville Fashion Week.



**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 an annual financial award 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 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)/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 exists to promote and facilitate giving in the 40 counties of Middle Tennessee and beyond. It does this by accepting gifts of any size from anyone at any time and by empowering individuals, families, companies, nonprofits, and communities to respond to needs and opportunities that matter. The Community Foundation works with people who have great hearts, whether or not they have great wealth, to craft solutions that reflect their intentions and goals. For more information, call 615-321-4939 or visit [www.cfmt.org](http://www.cfmt.org).







# MARIA SILVER

## NASHVILLE FASHION FORWARD FUND RECIPIENT 2017

Designer Maria Silver has been named the 2017 Nashville Fashion Forward Fund recipient. A committee from the Community Foundation of Middle Tennessee selected Silver from a group of experienced fashion industry applicants with ties to Middle Tennessee. Silver is a graduate of the Fashion Institute of Technology in New York with a bachelor of fine arts in women's contemporary clothing and costume design. Before founding her fashion line Black by Maria Silver in 2011, Silver worked in various costume design positions on Broadway, then moved to Los Angeles as a design assistant, as well as toured with the cult rock band The Ettes. Black by Maria Silver has been featured in Nylon, Bust, Refinery 29, Elle, and others. More recently, Silver designed for the critically acclaimed Nashville Ballet production 7 Deadly Sins, and in 2017, opened her first storefront in East Nashville. This will be her fifth year showing at Nashville Fashion Week.

*"I couldn't be more honored to receive the Fashion Forward Fund award from the Community Foundation of Middle Tennessee and Nashville Fashion Week," said Silver. "The continued support from the Nashville community has been key to my growth. With this award, I hope to explore new ways to improve both my e-commerce presence and brick and mortar storefront, with the end-goal to integrate both in an innovative manner. I believe is the future of our craft and art."*



# SPONSORS

## **PARTNER**

OZ Arts Nashville ^

## **EVENT SPONSORS**

William Edge ^  
Sprite  
UAL ^  
505 Nashville  
Tito's Handmade Vodka ^  
Oak Hall  
Fauxgerty  
WhoWhatWayne.com  
AMAX Talent ^  
MTSU Textiles, Manufacturing & Design ^  
TRIBE Talent Management  
Chord Real Estate  
Regions  
Scout's Barbershop  
Bissinger's

## **EVENT PARTNERS**

Bright Event Productions ^  
Music City Tents & Events ^  
CORT  
Keycom  
Jive! A Digital Print Factory ^  
OSHi Floral Design  
oneC1TY  
Bon Vivant  
Third Man Records  
FLWR Shop ^  
Eleventy  
Edward's Shoes  
Sensational Sounds ^  
Tess Erlenborn  
Margaret Ellis Jewelry ^  
The Cosmetic Market ^

## **HOSPITALITY SPONSORS**

G's Catering  
Union Station Hotel ^  
Mouton Noir Wines ^  
Renaissance Hotel ^  
Noelle  
Thompson Hotel  
Nashville Bar Alliance ^  
The Westin Nashville  
Virago  
Corsair Distillery  
Davidson Reserve  
Postmates  
Vui's Kitchen  
Juice Bar  
Real Water ^  
PMC  
Red Bicycle  
Nicky's Coal Fired

## **VISUAL PARTNERS**

Nashville Smile Bar  
Shelby Goldsmith ^  
Brett Warren Photography ^  
Snappylifestyles ^  
Captured by Le  
Searcy Studios ^  
Joule Seventeen ^  
Alaina K. Mullin ^  
Stealth Productions ^  
William Aubrey Reynolds Photography ^  
Codey Lewis ^  
Desiree Ciara Photography  
Jakob Wandel  
Karin Sicc

Nolan Knight Photography ^  
Ana Monique ^  
Abigail Bobo Photography ^  
Cody Stallings Photography ^  
Trent Millspaugh  
Authentic Photos & Designs

## **MEDIA PARTNERS**

i106.7  
Nashville Lifestyles ^  
Nashville Scene ^  
Nfocus ^  
Native ^  
StyleBlueprint ^  
Out & About Nashville  
Nashville Arts ^  
Focus  
The Nashville Sign ^  
Eventbrite  
emma ^

## **PRESENTING BOUTIQUES**

Jamie's Nashville ^  
Levy's ^  
Oak Hall

## **COMMUNITY PARTNERS**

The Community Foundation  
of Middle Tennessee ^  
The Frist Center for the Visual Arts ^  
Nashville Design Week  
Nashville Downtown Partnership ^  
Nashville Film Festival ^  
NowPlayingNashville.com ^

2018 PARTNER



OZ  
ARTS + NASHVILLE

EVENT SPONSORS



EVENT PARTNERS



HOSPITALITY SPONSORS



VISUAL PARTNERS



MEDIA SPONSORS



PRESENTING BOUTIQUES



HOSTING BOUTIQUES

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



"There is only one word to describe Nashville Fashion Week this year: WOW. Everyone involved created an elevated experience for NFW attendees and participants. Music City Tents & Events was so honored to be a part of that team. It takes a village, and we wouldn't want to be a part of any other village than the village of NFW. Bravo!!"

**KATIE ACKELL, DIRECTOR OF CLIENT RELATIONS AT MUSIC CITY TENTS & EVENTS**



"We were honored to be a sponsor of Nashville Fashion Week! It's such a pleasure working with the NFW team and seeing their incredible vision come to life. This year's theme was "ELEVATED," and that's exactly how it felt. The whole week was full of amazing people, energy, and talent. We're already looking forward to next year! Can every week be Nashville Fashion Week?"

**JEN WATKINS, FOUNDER OF NASHVILLE SMILE BAR**



"Throughout planning and on-site execution, the NFW team was thorough, attentive, creative, and of course, stylish. The team worked cohesively to cross every "t" and dot every "i," ensuring seamless events for participants, attendees, and sponsors alike. Congratulations on a week of smooth, stunning events!"

**ONECITY**



"NFW staff was organized and efficient with all email and on-site correspondence. The hostess during the runway show was a huge plus! Valet service at OZ Arts Nashville was fast and friendly. Nice variety of hotel choices for parties/events. We enjoyed sponsoring flowers for NFW and would be honored to do it again!"

**SHELLEY GREENE, EVENT SPECIALIST AT OSHI FLORAL DESIGN**



"Partnering with Nashville Fashion Week was a great way for Sprite to foster authentic expression and creativity in Tennessee. We are grateful to the team for leveraging our mural activation on social media and integrating it into the Emerging Designers Showcase."

**NATALIE BAILEY, SPRITE**



"Nashville Fashion Week is always amazing to partner with – it is an exciting week, and benefits the hotel and our guests greatly. Fashion in Nashville is only getting better, and the opportunity to showcase this talent to hotel guests who might not have been familiar previously, is such a treat. The teams with NFW and Eventbrite are creative and collaborative, and we truly love working with them."

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

# ENGAGEMENT

<b>3,859+</b>	<b>FASHION SHOWS &amp; EVENTS</b>
<b>88</b>	<b>SPONSORS</b>
<b>62</b>	<b>RETAIL PARTNER EVENTS</b>
<b>23</b>	<b>DESIGNERS</b>
<b>116</b>	<b>MODELS</b>
<b>107</b>	<b>VOLUNTEERS</b>



# SCHEDULE

## MONDAY 4|2

5 - 7PM / ONEC1TY  
**NFW LEARNING LAB**  
AMANDA VALENTINE & AYANA IFE

---

7 - 9PM / THE SHAY AT ONEC1TY  
JULIANNA BASS PRIVATE PREVIEW PARTY

## TUESDAY 4|3

10AM - 6PM /  
HATWRKS - THE GULCH  
OAK HALL / **ELEVENTY & FAHERTY** - GREEN HILLS  
THE PRIVATE LABEL - GREEN HILLS  
UAL - WEST END, HILLSBORO VILLAGE & BRENTWOOD

---

11AM - 6PM /  
FLIP - THE GULCH  
CERI HOOVER - 12 SOUTH

---

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

---

4 - 6PM / GERMANTOWN  
THE DRESS THEORY

---

6:30PM / OZ ARTS NASHVILLE  
**NASHVILLE DESIGNER SHOWCASE IN  
PARTNERSHIP WITH OZ ARTS NASHVILLE**  
**MUSICAL GUEST ESCONDIDO**  
LILY GUILDER  
TRULY ALVARENGA  
ANY OLD IRON  
OLA MAI  
ONA REX  
BLACK BY MARIA SILVER

## WEDNESDAY 4|4

10AM - 6PM /  
HATWRKS - THE GULCH  
OAK HALL / **ELEVENTY & FAHERTY** - GREEN HILLS  
POSH BOUTIQUE - HILLSBORO VILLAGE  
UAL - WEST END, HILLSBORO VILLAGE & BRENTWOOD

---

11:30AM - 1PM / ONEC1TY  
**NFW LEARNING LAB**  
BRETT WARREN & ZACHARY GRAY

---

3 - 5PM / DOWNTOWN  
KEEP SHOP

---

4 - 7PM / THE NATIONS  
ABLE

---

5 - 6PM / EAST NASHVILLE  
LEMON LAINE / **ONA REX**

---

6:30PM / OZ ARTS NASHVILLE  
**READY-TO-WEAR DESIGNER SHOWCASE IN  
PARTNERSHIP WITH OZ ARTS NASHVILLE**  
DEMESTIK BY REUBEN REUEL  
FAUXGERTY  
FAHERTY  
LAGI NADEAU  
JULIANNA BASS

# SCHEDULE

## THURSDAY 4|5

10AM - 5:30PM / BELLE MEADE  
JAMIE / JULIANNA BASS (11 AM - 3 PM MEET & GREET)

10AM - 6PM /  
H. AUDREY- GREEN HILLS  
HATWRKS - THE GULCH  
MARGARET ELLIS JEWELRY AT NINA  
KUZINA GALLERY - BELLE MEADE  
OAK HALL / ELEVENTY & FAHERTY - GREEN HILLS  
UAL - WEST END, HILLSBORO VILLAGE & BRENTWOOD

11AM - 6PM / HILLSBORO VILLAGE  
TRIBE KELLEY

12 - 4PM / UNION STATION  
**NFW DESIGNER POP UP**  
ANY OLD IRON  
BLACK BY MARIA SILVER  
LILY GUILDER  
OLA MAI

2 - 5PM / 12 SOUTH  
EMERSON GRACE/ FAUXGERTY

3 - 6PM /  
ALTON LANE - EDGEHILL VILLAGE  
NORDSTROM - GREEN HILLS

4 - 6PM / GREEN HILLS  
**NFW LEARNING LAB**  
THE COSMETIC MARKET

5 - 6:30PM / UNION STATION  
**NFW PRIVATE DESIGNER**  
**MEET & GREET WITH FERN MALLIS**

## FRIDAY 4|6

10AM - 5PM / BRENTWOOD  
STACEY RHODES BOUTIQUE / LAGI NADEAU

10AM - 5:30PM / BELLE MEADE  
JAMIE / JULIANNA BASS (11 AM - 3 PM MEET & GREET)

10AM - 6PM /  
H. AUDREY- GREEN HILLS  
HATWRKS - THE GULCH  
LEVY'S / HICKEY FREEMAN & H - GREEN HILLS  
MARGARET ELLIS JEWELRY AT NINA  
KUZINA GALLERY - BELLE MEADE  
OAK HALL / ELEVENTY & FAHERTY - GREEN HILLS  
POSH BOUTIQUE - GREEN HILLS & HILLSBORO VILLAGE  
THIRD MAN RECORDS / ANNA SUI  
UAL - WEST END, HILLSBORO VILLAGE & BRENTWOOD

11:30AM - 1PM / ONECITY  
**NFW LEARNING LAB**  
HER DATA METHOD

3 - 5PM / UNION STATION HOTEL  
**FASHION TALKS WITH**  
**FERN MALLIS AND ANNA SUI**

6:30PM / OZ ARTS NASHVILLE  
**EMERGING DESIGNER SHOWCASE IN**  
**PARTNERSHIP WITH OZ ARTS NASHVILLE**  
ARIEL INC.  
JUSTIN MARK RICHARDS  
BARBARA BULTMAN DESIGNS  
EILEEN KELLY  
LAURA CITRON  
AMANDA CASAREZ  
ANDREW GALLIVAN  
YELLOWCAKE SHOP  
SHEA STEELE  
SPLASHED BY DKG

## SATURDAY 4|7

10AM - 5PM / BRENTWOOD  
STACEY RHODES BOUTIQUE / LAGI NADEAU

10AM - 6PM /  
H. AUDREY- GREEN HILLS  
HATWRKS - THE GULCH  
LEVY'S / HICKEY FREEMAN & H - GREEN HILLS  
MARGARET ELLIS JEWELRY AT NINA  
KUZINA GALLERY - BELLE MEADE  
OAK HALL / ELEVENTY & FAHERTY - GREEN HILLS  
THIRD MAN RECORDS / ANNA SUI (2 PM MEET & GREET)

12 - 4PM / UNION STATION  
**NFW DESIGNER POP UP**  
AMANDA CASAREZ  
BARBARA BULTMAN  
SPLASHED BY DKG  
TRULY ALVARENGA  
YELLOWCAKE SHOP

12 - 4PM / GERMANTOWN  
LILY GUILDER

12 - 6PM / THE GULCH  
ANY OLD IRON / ANY OLD IRON & LAURA CITRON

1 - 3PM / ONECITY  
**NFW LEARNING LAB**  
HAPPILY GREY + CLIQUE MEDIA WITH FAUXGERTY

6:30PM / OZ ARTS NASHVILLE  
**FINALE NIGHT IN PARTNERSHIP WITH**  
**OZ ARTS NASHVILLE**  
**MUSICAL GUEST KAREN ELSON**  
HICKEY FREEMAN TAILORS GOLD & H AMERICAN TAILOR  
ANNA SUI

## SUNDAY 4|8

10AM - 6PM / THE GULCH  
THIRD MAN RECORDS / ANNA SUI



PHOTOS: Leah Harrington and Nolan Knight



# DESIGNERS

- Anna Sui
- Amanda Casarez
- Andrew Gallivan ^
- Any Old Iron\*^
- Ariel Inc.
- Barbara Bultman
- Black by Maria Silver\*^
- Demestik by Reuben Reuel
- Eileen Kelly \*
- Faherty
- Fauxgerty ^
- Hickey Freeman Tailors Gold & H American Tailor
- Julianna Bass ^
- Justin Mark Richards \*
- Lagi Nadeau ^
- Laura Citron \*
- Lily Guilder Design\*^
- Ola Mai\*^
- Ona Rex\*^
- Shea Steele ^
- Splashled by DKG ^
- Truly Alvarenga\*^
- Yellowcake Shop

\* LOCAL DESIGNER

^ RETURNING DESIGNER

TUESDAY



ona rex



WEDNESDAY

DEMESTIK  
BY REUBEN REUEL



JULIANNA BASS

FRIDAY



LAURA CITRON

AMANDA CASAREZ

ANDREW GALLIVAN



SHEA STEELE  
SHEA STEELE  
SHEA STEELE  
SHEA STEELE  
SHEA STEELE



SATURDAY



HICKEY FREEMAN  
NEW YORK

ANNA  
SUI



## DESIGNER TESTIMONIALS

**ANNA  
SUI**

"Thank you for your kindness and enthusiasm...we all enjoyed working with you and your amazing team! You and your team were so awesome and organized it made everything that much more of a pleasure."

**ANNA SUI**

**BA**  
BARBARA BULTMAN

"Being a part of Nashville Fashion week was surreal! NFW truly has all their ducks in a row, from the HMUA team, DJ, photographers, assistants and each team lead that was assigned to each designer helped the show run so smooth! The venue was spectacular and switching up the runway each night was brilliant! My biggest thank you to Connie and Marcia for all of their hard work and choosing me to be apart of it!"

**BARBARA BULTMAN**

DEMESTIK  
BY REUBEN REUL

"Everything was great! I really enjoyed the level of professionalism and fun Nashville showed during my time there. I look forward to see more success from Nashville."

**REUBEN REUL, DEMESTIK BY REUBEN REUL**



LAGI NADEAU

"Thank you so much for everything!! I'm so blown away by you and the NFW team, it keeps getting better and better! It was truly a dream to see my designs come to life in such an elevated presentation, I'm getting teary eyed even writing this because I couldn't have imagined a more beautiful presentation. Thank you for all of your hard work and everything that you do -you, the NFW team and models are always so lovely and it was great to reconnect with friends and make new ones. I couldn't be happier with my presentation and I'm so proud to be included alongside so much talent. It was fun to celebrate each other on such an elevated platform."

**LAGI NADEAU**

*Eileen Kelly*

"Launching my brand, Eileen Kelly, at Nashville Fashion Week was such a dream! The entire team was extremely hospitable and helpful throughout the entire process. I am truly honored to have been a part of their most elevated year yet!!"

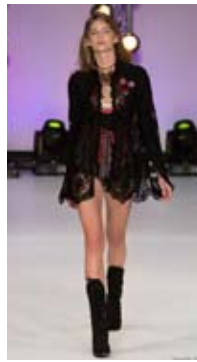
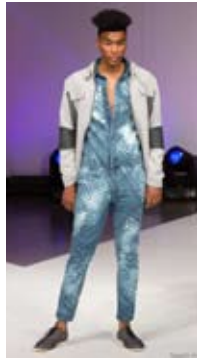
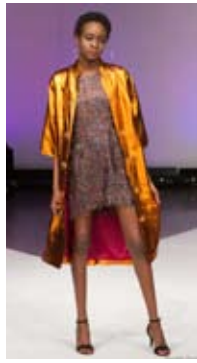
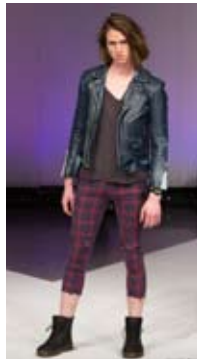
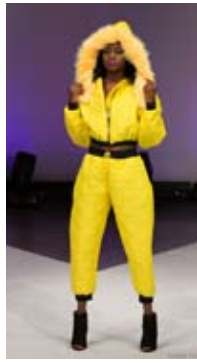
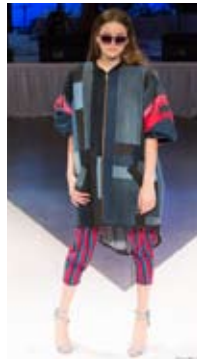
**KELLY NIESER, EILEEN KELLY**

**Splashed**  
by DKG

"NFW 2018 is one for the record books! It was truly a pleasure to be invited for a second time to make a SPLASH! This year can only be summed up with one word, ELEVATION! Much Love, Splashed by DKG."

**SPLASHED BY DKG**

"It was an honor participating in The Nashville Fashion Week Men's Pop-Up





PHOTOS: Leah Harrington, Trent Millsbaugh, William Aubrey Reynolds, Snappylifestyles, Cody Stallings and Jakob Wandel



# SHOP NASHVILLE WEEK

24 PARTICIPATING RETAIL PARTNERS | 62 EVENTS



PHOTOS: NFW PR Team

- ABLE ^
- Alton Lane
- Any Old Iron ^
- Ceri Hoover ^
- The Dress Theory
- Emerson Grace ^
- Flip ^
- H. Audrey ^
- hatWRKS
- Jamie Nashville ^
- KEEP SHOP
- Lemon Laine
- Levy's ^
- Lily Guilder ^
- Margaret Ellis Jewelry ^
- Nordstrom
- Oak Hall ^
- Posh ^
- The Private Label
- Stacey Rhodes Boutique ^
- Style Blueprint
- Third Man Records
- Tribe Kelley
- UAL ^
- Union Station



**ABLE**  
LOCAL + GLOBAL

ALTON \* LANE



CERI HOOVER

THE DRESS THEORY

EMERSON | GRACE



JAMIE  
BEAUTY | FASHION | LUXURY

**KEEP**  
SHOP

LEMON LAINE

SINCE 1855  
*Levy's*  
CLOTHIER FOR MEN & WOMEN  
committed to you and your image



NORDSTROM

SINCE 1859  
OAK HALL  
NASHVILLE

POSH



SB Shop  
ONLY OUR FAVORITES. NEW FINDS EACH WEEK.



## NFW POP UP AT UNION STATION PARTICIPATING DESIGNERS

AMANDA CASAREZ



BBMS  
BLACK BY MARIA SILVER



# LEARNING LABS

## **CULTURE: AMANDA VALENTINE & AYANA IFE**

MONDAY, APRIL 2 | 5 – 7 PM

Enjoy a conversation between Project Runway designers Amanda Valentine and Ayana Ife on their perspective of their shared reality television experience and the realities of being a working designer post-show. Learn how they manage and build their brands while finding the balance of sharing personal values, voice and perspectives within the current climate of the world. You're sure to hear some hilarious and stressful tales from all of the madness that happens before and after the show.

*Sponsored by MTSU Textiles, Merchandising & Design, oneC1TY and Native*



## **CREATE: MARGARET ELLIS JEWELRY**

TUESDAY, APRIL 3 | 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 owner/designer McLaine Richardson and 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 a Set of 6 with 2 Pearl Bangles with your choice of pearl color (white, blue, peach, black or brown) at the Margaret Ellis Studio in historic Cummins Station.

*Sponsored by Margaret Ellis Jewelry and Native*

## **PHOTOGRAPHY: BRETT WARREN & ZACHARY GRAY**

WEDNESDAY, APRIL 4 | 11:30 AM - 1 PM

Join fashion photographers Brett Warren (2016 Nashville Fashion Forward Fund Recipient) and Zachary Gray for a unique learning lab in which they will discuss their body of work, individual journeys as photographers both in Nashville and beyond, and the twists and turns that led them to their current adventures. Brett and Zachary will also discuss their use of research in order to develop concepts for personal and client shoots, as well as the importance of looking far outside your craft in order to uncover untapped inspiration. Bring your lunch, questions, thoughts, and a notepad for a ton of tips, resources, and a few dad jokes.

*Sponsored by oneC1TY and Native*



# LEARNING LABS



## BEAUTY: THE COSMETIC MARKET

THURSDAY, APRIL 5 | 4 – 6 PM

Get personalized one-on-one training from the pros at The Cosmetic Market on how to achieve beautiful runway beauty looks such as winged liner, contouring, colored shadow, etc. that will have you runway ready every day. Enjoy refreshments and leave with a swag bag full of beauty products. All participants will receive 20% off any purchase too.

*Sponsored by The Cosmetic Market and Native*

*"Everyone had a great time at our Learning Lab and hopefully learned a lot and stepped out of their makeup comfort zone. We actually are going to hopefully incorporate more events like this into our stores because of this event. I think it is a great way to make retail experiential."* **THE COSMETIC MARKET**

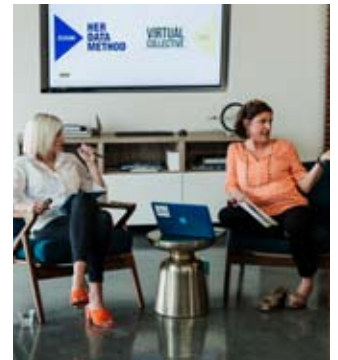
## BUSINESS: HER DATA METHOD

FRIDAY, APRIL 6 | 11:30 AM – 1 PM

Do you have thousands of followers on social media who keep liking all of your posts but don't buy a thing? Defining your target customer(s) first will help you know where you should be focusing your energies online. This lunch (bring your own) and learn is designed to help you strengthen your brand.

Shannon Ware and Melody Jennings Bowers, of the Virtual Collective, created Her Data Method to educate business owners on the value of data, and more importantly, how to collect it. Her Data Method is a series of online courses that teach business owners how to build a data collection framework to help them make smart, data-driven decisions tailored to their business.

*Sponsored by oneCITY and Native*



*"The Learning Lab portion of NFW was very well organized and the women who showed up were awesome. Our afternoon was rich in conversation and we've already heard back from some of our participants about extending the conversation."* **SHANNON WARE, FOUNDER OF HER DATA METHOD**



## INFLUENCE: HAPPILY GREY + CLIQUE MEDIA

SATURDAY, APRIL 7 | 1 – 3 PM

This is your chance to listen, learn and ask experts on how to win at the influencer game. Mary Lee, founder and face of influential style platform Happily Grey, Rachel Zeilic, V.P. of Talent at CLIQUE media and Chrissy Fogerty, founder and designer of sustainability-focused brand Fauxgerty will share their experiences as designers, creative directors and entrepreneurs. These powerhouse women will discuss influencer marketing from the brand's perspective, the do's and don't for influencers, how to pitch and negotiate deals, how to get booked on a recurring basis by brands and the analytics that brands are looking at during this jam-packed session.

*Sponsored by Fauxgerty, oneCITY, The Westin Nashville and Native*



# BLOGGER BRUNCH

FEBRUARY 24 AT THOMPSON HOTEL

*Sponsored by Thompson Nashville, Black by Maria Silver, Scout's Barbershop, Tito's Handmade Vodka, OSHi Floral Design, Regions, Nashville Smile Bar and i106.7*



PHOTOS: Alaina K Mullins



# MEN'S STYLE EVENT

**MARCH 27 AT 505 NASHVILLE**

*Sponsored by 505 Nashville, Oak Hall, Eleventy, Nashville Lifestyles, OZ Arts Nashville, Edward's Shoes, AMAX Talent, Virago, Davidson Reserve, Nashville Bar Alliance, PMC and Sensational Sounds*

*Edward's*

highlighting the diverse, high-end interests of today's modern Nashville man. The event was a perfect fit for Edward's Shoes granting a platform to showcase our custom, one-off creations."

**EDWARD JONES, EDWARD'S SHOES**



PHOTOS: Snappylifestyle and Leah Harrington

# FASHION TALKS

**APRIL 7 AT UNION STATION HOTEL**

*Sponsored by UAL, MTSU Textiles, Merchandising and Design, and Union Station Hotel*

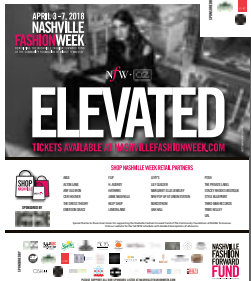


NFW Fashion Talks with Fern Mallis and Anna Sui will include a VIP reception where patrons will have the opportunity to meet and receive a signed copy of Mallis' book *Fashion Lives: Fashion Icons* with Fern Mallis. Following the reception, Sui and Mallis will take the stage at 4 p.m. to share insights and personal stories of their expansive experiences in the fashion industry for the main program. Middle Tennessee State University's School of Textiles, Merchandising and Design will live-stream the conversation during the event and individual copies of Mallis' book will also be available for sale.



PHOTOS: Leah Harrington

# ADVERTISING & PRINT



## FOCUS

March/April 2018 - Full Page  
 May/June 2018 - Full Page  
 E-Newsletter Ad - 600 px x 300 px  
 Web Ad - 300 px x 250 px

## NASHVILLE ARTS

February 2018 - Full Page  
 March 2018 - Full Page

## NASHVILLE LIFESTYLES

January 2018 - 1/2 Page  
 February 2018 - Full Page Backcover  
 Web Banner x2 - 728 px x 90 px

## NASHVILLE SCENE

February 1, 2018 - Half Page  
 February 15, 2018 - Half Page  
 March 1, 2018 - Full Page  
 March 15, 2018 - Full Page  
 March 29, 2018 - Full Page  
 April 12, 2018 - Full Page

## NATIVE

February 2018 - Full Page  
 March 2018 - Full Page  
 April 2018 - Full Page

## NFOCUS

February 2018 - Full Page  
 March 2018 - Full Page

## OUT & ABOUT

January 2018 - Full Page  
 February 2018 - Full Page  
 March 2018 - Full Page  
 Website Ad x2 - 336 px x 280 px  
 Leaderboard Ad x2 - 728 px x 900 px

## STYLE BLUEPRINT

Web Banner x3 - 600 px x 800 px  
 4x Social Posts - IG & FB  
 SB Happenings & Weekend Feature  
 April What to Wear Feature  
 SB Shop Featuring NFW Designers

## I106.7

80 Live Promos  
 40 Contest Solicits

## NASHVILLE SIGN

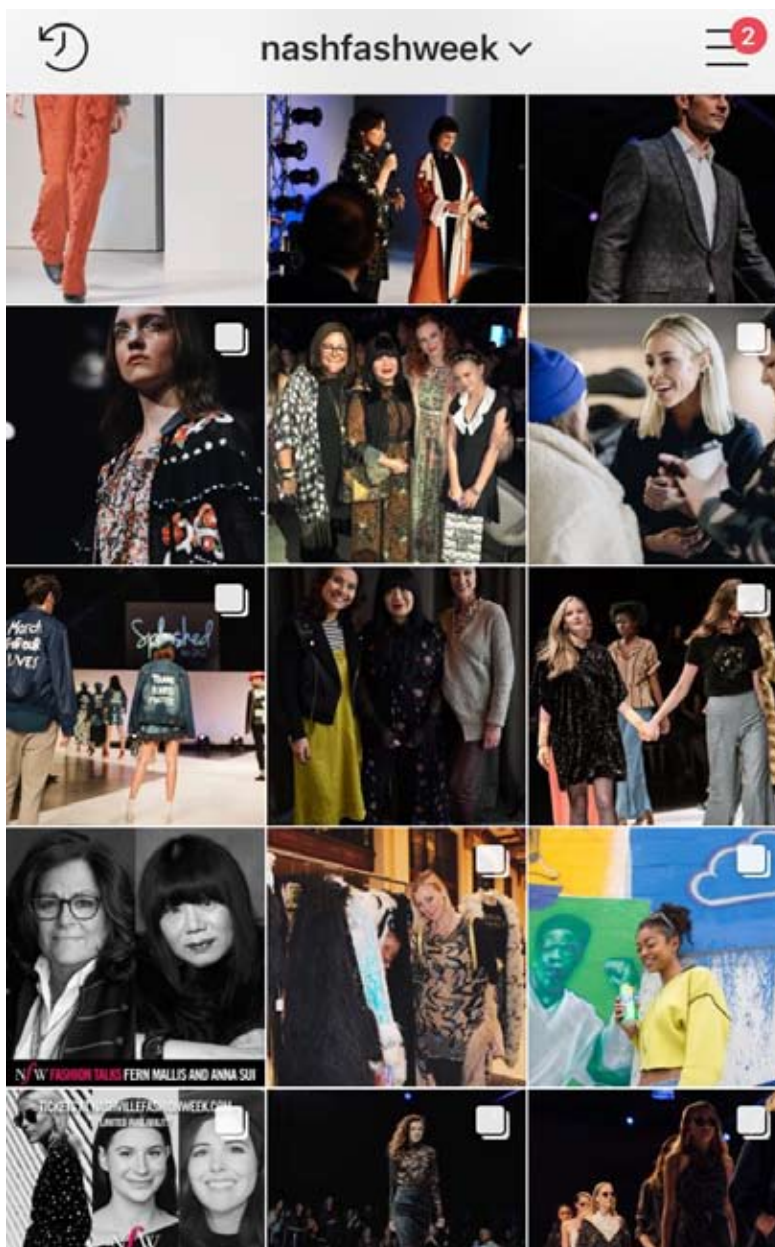
Digital Billboard x3 - March 20 - April 6

## PRINT

250 Posters & 2,500 Postcards Delivered to  
 Participating Boutiques for Distribution  
 1000 Programs



# IMPRESSIONS & WEB TRAFFIC



**NFW WEBSITE TRAFFIC**  
**79.8K** Page Views  
**28.7K** Visits  
**39.5K** Unique Visitors  
(September 15, 2017 – September 15, 2018)

**INSTAGRAM 12.6K**  
**15.6K** #whyntw  
**2,281** #nashfashweek

**FACEBOOK**  
**10.4K** Current Likes  
**10.2K** Followers  
**83%** Female | **16%** Male  
**22%** Female 44+  
**23%** Female 35-44  
**31%** Female 25-34  
**7%** Female 18-24

**330,239** Total Reached  
(January 1 - April 30, 2018)

**TWITTER 5K**  
**42.1K** Impressions  
**5,222** Profile Visits  
**16,131** Reach  
**69.7K** #whyntw



# PRESS

## CISION ANALYTICS

500 Total Mentions

29.52M Reach

+\$45K Publicity Value

Top Outlets - Women's Wear Daily, World News Network, The Tennessean, StyleBlueprint and Nashville Business Journal

Featured on all 4 Broadcast Stations - ABC, CBS, FOX x3, NBC x2

Covered in all major local print publications; Cover of Nashville Scene and Out & About; 20 Journalists Attended NFW Runway Shows

## NFW EMAIL LIST

sent to 5,050 - 5,580 recipients from  
September 2017 - April 2018 with average 20% open rate

## PRESS RELEASE SCHEDULE

April 10, 2018

Nashville Fashion Week + OZ Arts Nashville

April 6, 2018

Two More Days To Go...

March 28, 2018

Celebrate with Nashville Fashion Week

March 20, 2018

Nashville Fashion Week Presents Shop Nashville Week 2018

March 13, 2018

Anna Sui and Fern Mallis to Be Featured Guests at Nashville Fashion Week 2018

March 8, 2018

Nashville Fashion Week Announces Six Educational Learning Lab Experiences

March 1, 2018

Nashville Fashion Week Announces Elevated Pass and Performance by Escondido

February 21, 2018

Nashville Fashion Week Announces Wednesday Night Designer Lineup & Plans to Host Our First Men's Style Event

February 8, 2018

Join Us For Our 2nd Annual Blogger Brunch



CELEBRATE WITH NASHVILLE FASHION WEEK



DOWNLOAD 2018 SCHEDULE

When we say **ELEVATED**, we mean it! You've got a jam-packed schedule with close to 100 events planned next week and we look forward to celebrating with you! **Nashville Fashion Week 2018** officially kicks off on Monday, April 2 with the first of our Learning Labs and quickly ramps up with over fifty "Shop Nashville Week" events, five more Learning Labs, Fashion Talks with Fern Mallis and Anna Sui, designer Pop-Ups and four nights of runway shows featuring twenty-four designers with musical guests **Escondido** and **Karen Elson** at **OZ Arts Nashville** throughout the week. There is literally something for everyone!



**ELEVATED Access Passes have SOLD OUT!** Only a few standing room tickets remain for the **Nashville Designer and Emerging Designer Showcase** and the **Ready-to-Wear and Finite Show** seated tickets featuring **Anna Sui** are going fast! And whatever you do, don't miss the **NFW Fashion Talks** with fashion legends **Fern Mallis** and **Anna Sui** at **Union Station Hotel** on Friday afternoon!



**BEAUTY:** Runway to Real Way at **The Cosmetic Market** is **SOLD OUT!** But, tickets are still available for five other **NFW Learning Labs** - **CULTURE:** Life Off the Runway with **Amelia Valentine & Ayana** **It**, **CREATE:** **Margaret Edie Jewelry** Intro to Metalworking | Make Your Own Pearl Bangles, **PHOTOGRAPHY:** Behind the Lens with **Brett Warren & Zachary Gray**, **BUSINESS:** Social Media | Vanity vs. Effectiveness with **Mer Dicks Method** and **INFLUENCERS:** Navigate the Influencer Space with **Hazely Gray** • **CLIQUE media** | Moderated by Designer Christy Fogarty of **Concepts**

# PRESS

January 31, 2018  
**Seventh Annual Nashville Fashion Forward Fund Recipient Named by The Community Foundation of Middle Tennessee**

January 5 & January 17, 2018  
**Nashville Fashion Week 2018 Kickoff Party**

November 6, 2017  
**Last Call for Nashville Fashion Forward Fund and Emerging Designer Applications**

October 24, 2017  
**Nashville Fashion Week and AMAX Talent Announce Model Search 2018**

September 28, 2017  
**Nashville Fashion Week Announces 2018 Dates and New Partnership with OZ Arts Nashville**

September 7 & 25, 2017  
**Nashville Fashion Week 2018 Launch Party**

# NFW COMMITTEE



## MANAGING PARTNERS

Connie Cathcart-Richardson  
Marcia Masulla

## DIRECTORS

Mikaela Clark^  
Amy Fair^  
Tate Forbes^  
Leah Harrington^  
Mclaine Richardson^

## STEERING COMMITTEE

Jamie Bibler^  
Anna Claire Bowen  
Kim Dalrymple ^  
Kellie Davie  
Donna Drehmann  
Shelby Goldsmith^  
Amos Gott^  
Gerard Hardiman^  
Lindsay Langley ^  
Mary Kathryn Yeiser^

## INTERN

Nicole Sherwood

## CO-FOUNDERS

Robert Campbell  
Connie Cathcart-Richardson  
Marcia Masulla  
Scott McClure  
Mike Smith  
Cindy Wall

## 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: Leah Harrington, aJoule Seventeen, Nashville Smile Bar & SnappyLifestyle

^ RETURNING VOLUNTEER