

# NASHVILLE FASHION WEEK®

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

APRIL 2 - 6, 2019



NFW+



ARTS · NASHVILLE



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**



**MARIA SILVER | 2017**

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 content creators 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).





# VAN HOANG

## NASHVILLE FASHION FORWARD FUND RECIPIENT 2018

Van Hoang is a designer based in Nashville, TN. She has a B.F.A. in Fashion Design & Merchandising from O'More College of Design as well as an M.A. in Design for Sustainability from Savannah College of Art & Design. Her aesthetic is modern yet timeless, versatile, and functional. She is interested in the intersection of sustainability, fashion, and technology and how those fields can work together to innovate solutions and break down barriers to create a more sustainable fashion system. Hoang's mission is to offer an alternative to fast fashion that many have become accustomed to. In the past she created one-of-a-kind gowns with intricate craftsmanship and couture techniques. However, she recently launched her namesake high-end ready-to-wear line that is handmade in Nashville and hopes to build a company with sustainability, quality, and community as it's core values. Hoang showed on the Nashville Fashion Week runway in 2015.

*"I am incredibly honored to be the recipient of this years Nashville Fashion Forward Fund," said Hoang. "This award will enable me to attend the Copenhagen Fashion Summit which is a global conference about sustainability in fashion and this opportunity will allow me to learn from top leaders in the field. I hope to bring this knowledge back to Nashville and turn ideas into action."*



# SPONSORS

## **PARTNER**

OZ Arts Nashville ^

## **EVENT SPONSORS**

Bright Event Productions ^

William Edge ^

Mercedes-Benz Collection

Macy's

Fauxgerty ^

Tito's Handmade Vodka ^

AMAX Talent ^

MTSU Textiles, Manufacturing & Design ^

ABLE

OnPoint Manufacturing

Beefeater Pink Gin

Jameson Black Barrel

emma ^

Scout's Barbershop ^

## **EVENT PARTNERS**

Music City Tents & Events ^

Amos Event Architects ^

BMW of Nashville

Bentley Caldwell

The Cosmetic Market ^

CraftCourse ^

Eric Adler

Jive! A Digital Print Factory ^

Keycom ^

Levy's ^

Margaret Ellis Jewelry ^

oneCITY ^

OSHi Floral Design ^

Please Be Seated

Sensational Sounds ^

Tess Erlenborn ^

TRIBE Talent Management ^

85 Supply

## **HOSPITALITY SPONSORS**

Chef's Market ^

Dream Nashville

Ellington's

Fairlane Hotel

Fleming's Steakhouse

G's Catering ^

Love & Exile Wines

Maison Noir Wines ^

Parlour Bar

Puckett's Grocery & Restaurant ^

Red Bicycle ^

STF Catering

Union Station Hotel ^

## **VISUAL PARTNERS**

Hi-Fi Media

Shelby Goldsmith ^

Adrian E Morales ^

Jessica Amerson

Jakob Wandel ^

Eric Winton ^

Joule Seventeen ^

Lindsay Binkley Photography

Molly Buckley Photography

Daniel Chaney

Carol Conder Photo & Video

Laura Godwin Photography

John Hillin ^

Liann Houchens

Authentic Photos & Designs ^

Cameron Jones Photography

Daniel Meigs

Trent Millspaugh ^

Ashtin Paige

Mandy Reid Photography

Nathan Rocky

Searcy Studios ^

Cody Stallings Photography ^

Stealth Productions ^

Visionaries ^

William Aubrey Reynolds Photography ^

## **MEDIA PARTNERS**

Eventbrite ^

i106.7 ^

nFocus ^

The Nashville Edit

Nashville Interiors

Nashville Lifestyles ^

Nashville Scene ^

The Nashville Sign ^

Native ^

Out & About Nashville ^

StyleBlueprint ^

## **COMMUNITY PARTNERS**

The Community Foundation  
of Middle Tennessee ^

Fashion Revolution

Nashville Design Week ^

Nashville Downtown Partnership ^

NowPlayingNashville.com ^

2019  
PARTNER



EVENT  
SPONSORS



EVENT  
PARTNERS



HOSPITALITY  
SPONSORS



VISUAL  
PARTNERS



MEDIA  
SPONSORS



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



"We were so thrilled at the bold sustainability statement Nashville Fashion Week made this year at the kick-off, truly differentiating our city by showcasing the hearts and minds of designers and brands. We gained exposure to customers who hadn't yet heard of ABLE and it gave us a platform to spread the word on our #PublishYourWages movement."

**AMBER PIETROBONO, PR DIRECTOR, ABLE**



"We were pleased with both the Men's Style event that brought over 100 guests to our venue and the Official After Party that attracted over 220 RSVP guests. Both events were successfully executed with thorough planning by NFW, which made it very easy for us to deliver. We were impressed with the level of organization, and opportunities to provide input to the execution of the events. We were pleased with the sophistication of guests that came out to the Dream venues for these events. NFW truly does a great job engaging the local community and selecting key partners that elevates the experience for guests. The NFW team is passionate about their their mission and it showed throughout our partnership. The collaboration certainly gave Dream Nashville visibility and an opportunity to introduce ourselves to the NFW network and many locals attending the fashion shows and events."

**MATOUA MITROPOULOS, MARKETING MANAGER, DREAM HOTELS - NASHVILLE**



"On behalf of the entire Mercedes-Benz Collection team, we are proud to have our brand aligned with Nashville Fashion Week 2019. The opportunity to be a sponsor for this year's event and work with top notch professionals like Marcia and Connie was more than we could ask for. The engagement we experienced with attendees through our activations throughout the week demonstrated why partnering with Nashville Fashion Week was the right decision. We look forward to continuing our relationship with Nashville Fashion Week in the future."

**RYAN BARBOUR, MERCEDES-BENZ COLLECTION - NASHVILLE CITY MANAGER**



"My experience with Nashville Fashion Week continues to be one of my favorite weeks of the year. The way our city comes together to collaborate on not just fashion but business, art, tech, design, etc is truly a wonderful experience to be a part of. I love getting to provide a design foundation for the runway shows each night with rental equipment and allow people to have the best seat in the house. Getting to work with our city's creatives is always so fulfilling. I am excited to continue to partner with the Community Foundation and our great city of Nashville in bringing Nashville Fashion Week to life for the years to come!"

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



Nashville Lifestyles Magazine values our strategic partnership with NFW! Their events bring together the fashion & design community and provide great exposure. We love being a sponsor and involved with the opportunity and platform NFW provides within the creative elite."

**DEVAN BROWN, NASHVILLE LIFESTYLES - MARKETING & EVENTS DIRECTOR**



"It was an amazing experience for the models. Nashville is blessed to have such a wonderful organization that brings so much to our community. Thank you for all you do!"

**SHERRY RHINE-PADILLA, OWNER OF TRIBE TALENT MANAGEMENT**



# ENGAGEMENT

74

TOTAL # EVENTS

3,577+

FASHION SHOWS & EVENTS

88

SPONSORS

25

DESIGNERS

98

VOLUNTEERS

68

MODELS



# SCHEDULE

## MONDAY 4|1

4 - 5PM /

**NFW PRIVATE DESIGNER  
MEET & GREET WITH FERN MALLIS**

5:30 - 8:30PM / ONECITY

**SUSTAINABLE SUMMIT**  
FAUXGERTY, ABLE, ONPOINT MANUFACTURING &  
VAN HOANG MODERATED BY FERN MALLIS

## TUESDAY 4|2

10AM - 5PM / BRENTWOOD  
RAINE

10AM - 6PM /  
LEVY'S - GREEN HILLS  
UAL - WEST END, HILLSBORO VILLAGE & BRENTWOOD

11AM - 6PM / THE GULCH  
FLIP

6:30PM / OZ ARTS NASHVILLE

**NFW NIGHT 1 PRESENTED IN PARTNERSHIP  
WITH OZ ARTS NASHVILLE**

A LADY OF THE LAKE  
OLA MAI  
SPLASHED BY DKG  
SHEA STEELE  
VAN HOANG

## WEDNESDAY 4|3

10AM - 5PM / BRENTWOOD  
RAINE

10AM - 6PM / GREEN HILLS  
LEVY'S

1 - 3PM / BERRY HILL  
**NFW LEARNING LAB**  
MARGARET ELLIS JEWELRY

3 - 5PM / THE GULCH  
FINNLEYS / SPLASHED BY DKG

4 - 6PM /  
ABLE - THE NATIONS  
MADEWELL - GREEN HILLS

6:30PM / OZ ARTS NASHVILLE

**NFW NIGHT 2 PRESENTED IN PARTNERSHIP  
WITH OZ ARTS NASHVILLE**

RANK & SUGAR  
PAULIE GIBSON  
LOVE & OSKER  
LILY GUILDER  
ONA REX

# SCHEDULE

## THURSDAY 4|4

10AM - 5PM /  
HAVEN / **RANK & SUGAR** - FRANKLIN  
RAINE - BRENTWOOD

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10AM - 6PM /  
H. AUDREY- GREEN HILLS  
LEVY'S - GREEN HILLS  
MARGARET ELLIS JEWELRY AT NINA  
KUZINA GALLERY - BELLE MEADE  
MEDNIKOW JEWELERS - GREEN HILLS

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11AM - 6PM /  
CERI - 12 SOUTH  
THE LUXURY LABEL - GREEN HILLS

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12 - 5PM / BRENTWOOD  
STACEY RHODES BOUTIQUE / **LILY GUILDER**

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3 - 6PM / 12 SOUTH  
EMERSON GRACE

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5 - 7PM / GREEN HILLS  
MACY'S / **VAN HOANG**

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6:30PM / OZ ARTS NASHVILLE  
**NFW NIGHT 3 PRESENTED IN PARTNERSHIP  
WITH OZ ARTS NASHVILLE**  
BRITACHÉ BY BRI  
BARBARA BULTMAN  
ARTICLE X  
LAURA CITRON  
TRULY ALVARENGA

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## FRIDAY 4|5

10AM - 5PM /  
GLENN NASH - BERRY HILL  
HAVEN / **RANK & SUGAR** - FRANKLIN  
MEDNIKOW JEWELERS - GREEN HILLS  
RAINE - BRENTWOOD  
STACEY RHODES BOUTIQUE / **NADEAU** - BRENTWOOD

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10AM - 6PM /  
H. AUDREY- GREEN HILLS  
LEVY'S - GREEN HILLS  
MARGARET ELLIS JEWELRY AT NINA  
KUZINA GALLERY - BELLE MEADE

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11AM - 5PM / THE GULCH  
THE SHOWROOM / **TRULY ALVARENGA**

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6:30PM / OZ ARTS NASHVILLE  
**NFW NIGHT 4 PRESENTED IN PARTNERSHIP  
WITH OZ ARTS NASHVILLE**  
ASHE CAIN  
JUSTIN MARK RICHARDS  
AMANDA CASAREZ  
NADEAU  
ANY OLD IRON

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10PM - 1AM / DREAM NASHVILLE  
**OFFICIAL NFW AFTER PARTY**

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## SATURDAY 4|6

9 - 11AM / GREEN HILLS  
**NFW LEARNING LAB**  
THE COSMETIC MARKET

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10 - 11:30AM / DOWNTOWN  
**NFW LEARNING LAB**  
EMMA

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10AM - 12PM / DOWNTOWN  
KEEP SHOP

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10AM - 5PM /  
HAVEN / **RANK & SUGAR** - FRANKLIN  
RAINE - BRENTWOOD  
STACEY RHODES BOUTIQUE / **NADEAU** - BRENTWOOD

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10AM - 6PM /  
H. AUDREY- GREEN HILLS  
LEVY'S - GREEN HILLS  
MARGARET ELLIS JEWELRY AT NINA  
KUZINA GALLERY - BELLE MEADE

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11AM - 2PM / THE GULCH  
FINNLEYS

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11AM - 6PM / EAST NASHVILLE  
MOLLY GREEN EAST

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12 - 1:30PM / WEST END  
**NFW LEARNING LAB**  
AMAX TALENT PRESENTED BY FLEMING'S

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12 - 4PM / HILLSBORO VILLAGE  
POSH BOUTIQUE / **ARTICLE X**

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12 - 5PM / THE GULCH  
ANY OLD IRON / **ANY OLD IRON & LAURA CITRON**

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6:30PM / OZ ARTS NASHVILLE  
**THE NASHVILLE FASHION FORWARD GALA  
IN PARTNERSHIP WITH OZ ARTS NASHVILLE  
PRESENTATION OF THE NFFF AWARDS**  
STYLE ICON | MARGO PRICE  
FASHION FORWARD | CLAUDIA FOWLER  
LEGACY AWARD | LINDA ROBERTS  
RISING STAR | ANDREW CLANCEY  
POINT OF VIEW | OLIA ZAVOZINA  
FACE OF FASHION | SOFIE ROVENSTINE  
HUMANITARIAN | MARGARET ELLIS *(posthumous)*

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# DESIGNERS

- A Lady of the Lake \*
- Amanda Casarez ^
- Any Old Iron\*^
- Article X \*
- Ashe Cain \*
- Barbara Bultman ^
- Britaché by Bri
- Justin Mark Richards\*^
- Nadeau Collection ^
- Laura Citron\*^
- Lily Guilder Design\*^
- Love & Osker
- Ola Mai\*^
- Ona Rex\*^
- Paulie Gibson
- Rank & Sugar \*
- Shea Steele ^
- Splashled by DKG ^
- Truly Alvarenga\*^
- Van Hoang\*^



PHOTOS: Jessica Amerson, Adrian E. Morales, Gerry Navarette and Ashtin Page

\* LOCAL DESIGNER  
 ^ RETURNING DESIGNER

TUESDAY



SHEA STEELE  
SHEA STEELE  
SHEA STEELE  
SHEA STEELE  
SHEA STEELE

Van Hoang

WEDNESDAY

RANK & SUGAR

PAULIE GIBSON



ona rex

THURSDAY



ARTICLE X

LAURA CITRON



TRULY ALVARENGA

FRIDAY

ASHE  
CAIN



AMANDA CASAREZ

NADEAU





## DESIGNER TESTIMONIALS



"Returning to Nashville Fashion Week for my second season there was amazing!! They truly know how to put on a fashion show and the entire team there was amazing! The volunteers were so helpful and Hair and Makeup was spot-on once again. Working as a team really is what makes this show so phenomenal. Huge thank you to Connie and Marcia for making this all happen. I hope to be back next season!"

**BARBARA BULTMAN**



"I heartily recommend any wannabe designers to apply for the emerging designer application at NFW. I did 3 years ago and it's a great platform to get your first steps on the runway. They make the whole process easy from start to finish, all you need to do is bring it! I'll be back next year (with 2 collections, ha ha!)"

**ANDREW CLANCEY, ANY OLD IRON**



"I want to thank NFW for welcoming me to the runway through my evolution. They continue to be a training ground for new designers such as myself. I feel the passion that they have for what they do each year that I work with them and it keeps me coming back. I see a bright future for Nashville Fashion Week and wish nothing but growth and prosperity."

**DEREK DEANDRE, LOVE & OSKER**

**PAULIE GIBSON**

"Nashville Fashion Week was a fantastic experience. Not only were my selected models, hair and makeup, and NFW team members professional and a joy to work with, the production of the event was truly incredible. I'd have to say the most impressive part of it all was the level of organization NFW has. I had a few questions and little down time which provided me a sense of ease and comfort. I've had the privilege to show my collection in many fashion shows and regional fashion weeks, for the first time in a long while I was able to take in the experience of presenting my work to an audience with literally zero stress. Thank you for having me, I'm honored to have been selected and look forward to working with this organization again in the future."

**PAUL GIBSON, PAULIE GIBSON**



"NFW thanks again for having me! I'm still in awe of the crowds response to the debut of the Courage Collection and the amazing digital content I am still receiving. Each year NFW gets bigger and bolder and has become an annual event we look forward to each year! The Nashville Community has become like family to Splashed by DKG and we thank you for your support over the last 3 years. I love the lengths you all go through to elevate emerging talents like myself and create such a phenomenal platform for us to strut our stuff!! Congrats on another successful year! Until next time, Cheers!"

**DANIEL GRIER, SPLASHED BY DKG**

## DESIGNER TESTIMONIALS



"WOW! Nashville Fashion Week, you have set the bar! I have traveled the world showcasing my designs, but I have never been treated the way I was at NFW. What an incredible experience! "From the 'Congratulations email' to the end of the show was amazing. Thanks for the hotel stay at Fairlane Hotel, the bouquet of flowers and the goodie bag. The producers (Marcia & Connie) of NFW are amazing! The BOH team and models were super nice and helpful. All I needed to do was show up. They had teams in place to take care of everything. NFW, I am so happy with the way your production for fashion week was executed and I hope to be a part of it again next year! Thanks so much for an overall experience I will never forget! The love was so real! #whyNFW"

**BRITTANY SCONIERS, BRITACHÉ BY BRI**



"Nashville Fashion Week is a beautifully coordinated platform for designers to show their talents. Having the chance to send my designs down the runway for the Nashville Fashion community is an honor that I don't take lightly. Tons of work goes into our week from Volunteers and the teams that have been there since the beginning. My heart is filled with joy from all the support and encouragement! Thank you from the bottom of my fashion loving heart!"

**LESLIE STEPHENS, OLA MAI**

**RANK & SUGAR**

"What an experience! From the kick off party, to the NFW events, to the day-of prep, to the actual runway. Wow! Not only was it run like a well oiled machine, it was done with so much care and attention to detail. What was a daunting proposition as a designer to create these runway looks, became an absolute joy because all I had to do was actually concentrate on what I love. The rest was taken care of. The models were so professional, the hair and make-up team was incredible, the sound crew was top notch, all the hands on crew was invaluable. And to top it all off, the wealth of photographers that showed up and provided their talent was truly mind blowing. Not to mention the camaraderie with the other designers that is formed is so special. That has been life changing for me. I cannot begin to explain how much this experience has meant to me. From the bottom of my heart- thank you! I will return to NFW as long as they'll have me. The only downside is that it comes to an end and one must wait an entire year to experience it again!"

**SUZANNE WADE, RANK & SUGAR**







PHOTOS: Jessica Amerson, Caroline Conder, Trentin Millspaugh, Adrian E. Morales, Gerry Navarette, Ashtin Page, Mandy Reid and Jakob Wandel



# SHOP NASHVILLE WEEK

24 PARTICIPATING RETAIL PARTNERS | 44 EVENTS



PHOTOS: Molly Buckley



- ABLE ^
- AllSaints
- Any Old Iron ^
- Ceri ^
- Emerson Grace ^
- Finnleys
- Flip ^
- Glenn Nash
- H. Audrey ^
- Haven ^
- HOBO
- KEEP SHOP ^
- Levy's ^
- The Luxury Label
- Macy's Green Hills
- Madewell ^
- Margaret Ellis Jewelry ^
- Mednikow Jewelers
- Molly Green East
- Posh ^
- Raine
- The Showroom
- Stacey Rhodes Boutique^
- UAL^

**ABLE** LOCAL + GLOBAL ALLSAINTS



CERI

EMERSON | GRACE



FLIP | FLIP

glenn nash



HOBO

KEEP SHOP

Levys SINCE 1855 NASHVILLE



THE LUXURY LABEL

★ macy's



MEDNIKOW 1891 JEWELERS

molly green

POSH



the SHOWROOM

STACEY RHODES BOUTIQUE



**TRUNK SHOWS & POP UPS WITH NFW PARTICIPATING DESIGNERS**



ARTICLE X LAURA CITRON



NADEAU

RANK & SUGAR



TRULY ALVARENGA

Van Hoang

# LEARNING LABS

## **CREATE: MARGARET ELLIS JEWELRY - INTRO TO METALSMITHING: MAKE YOUR OWN SET OF SILVER STACK RINGS**

WEDNESDAY, APRIL 3 | 1 – 3 PM

Learn to make your very own set of classic ME Silver Stack Rings 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 McClaine 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 a Set of Three Stack Rings with your choice of textures at the ME Studio in Berry Hill. Limited class size for one-on-one instruction. *Sponsored by Margaret Ellis Jewelry | Photo by Jessica Amerson*



## **BEAUTY: BEHIND THE RUNWAY WITH THE COSMETIC MARKET**

SATURDAY, APRIL 6 | 9 – 11 AM

Be runway ready every day, During this two-hour session, learn how to achieve the makeup looks, you would love to wear but are not sure how to achieve. Expert makeup artists from The Cosmetic Market, will work one on one with you and teach how to perfect our tried and true runway techniques to help make you runway ready every day. Learn how to perfect your complexion, contour, highlight, and more...Light bites, coffee and other refreshments will be provided. *Sponsored by The Cosmetic Market | Photo by Christy Hunter*

## **BUSINESS: MARKETING: DIGITAL MARKETING WITHOUT LOSING YOUR MIND LED BY KAITLIN WERNET, EMMA CONTENT SPECIALIST & CO-AUTHOR OF THE BOOK OF COMFORTS**

SATURDAY, APRIL 6 | 10 – 11:30 AM

Be runway ready every day, During this two-hour session, learn how to achieve the makeup looks, you would love to wear but are not sure how to achieve. Expert makeup artists from The Cosmetic Market, will work one on one with you and teach how to perfect our tried and true runway techniques to help make you runway ready every day. Learn how to perfect your complexion, contour, highlight, and more...Light bites, coffee and other refreshments will be provided. *Sponsored by Emma | Photo by Nathan Rocky*



## **BUSINESS: FEAST ON FASHION WITH AMAX TALENT PRESENTED BY FLEMING'S HOW TO LAND AN AGENT: GET SIGNED AS A MODEL, TALENT, WARDROBE STYLIST, HAIR OR MAKEUP ARTIST**

SATURDAY, APRIL 6 | 9 – 11 AM

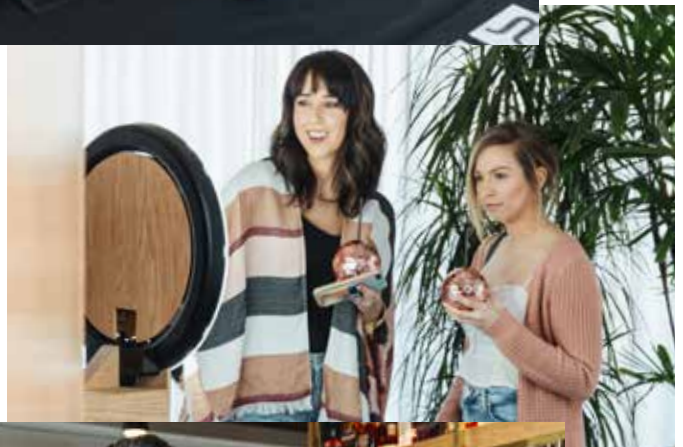
Be runway ready every day, During this two-hour session, learn how to achieve the makeup looks, you would love to wear but are not sure how to achieve. Expert makeup artists from The Cosmetic Market, will work one on one with you and teach how to perfect our tried and true runway techniques to help make you runway ready every day. Learn how to perfect your complexion, contour, highlight, and more...Light bites, coffee and other refreshments will be provided. *Sponsored by Fleming's Steakhouse and AMAX Talent | Photo by Adrian Morales*



# INFLUENCER BRUNCH

MARCH 16 AT THE FAIRLANE HOTEL

*Sponsored by Nashville Lifestyles, Macy's, Fairlane Hotel, Emma, Ellington's Mid Way Bar & Grill, Beefeater Pink Gin and BMW of Nashville*



PHOTOS: Jessica Amerson



# MEN'S STYLE EVENT

MARCH 27 AT DREAM NASHVILLE

*Sponsored by Jameson Black Barrel, Dream Nashville, Parlour Bar, Mercedes-Benz Collection, Macy's, Scout's Barbershop, Levy's, Eric Adler, Bentley Caldwell and Nashville Lifestyles*

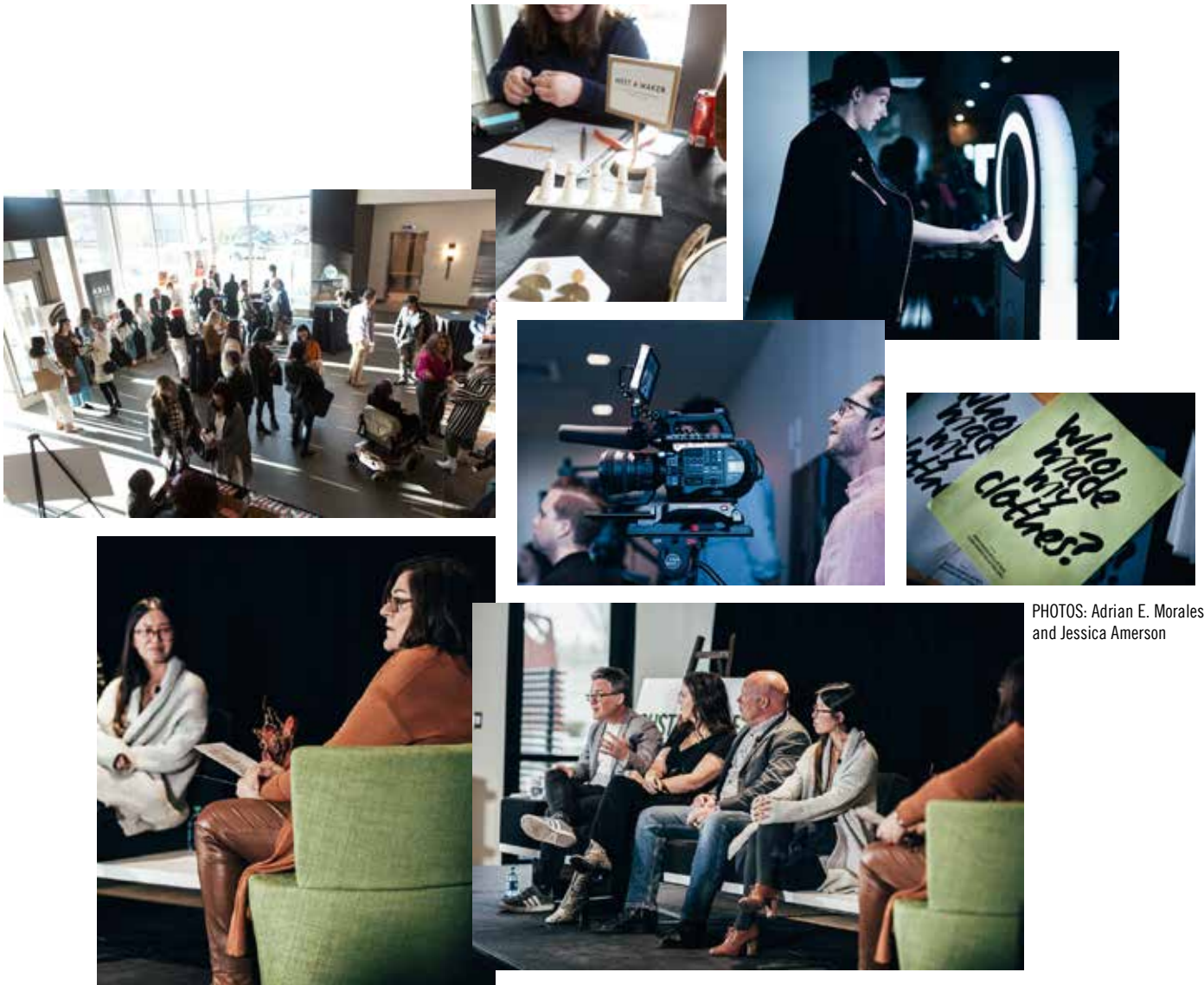


PHOTOS: Adrian E. Morales and Jessica Amerson

# SUSTAINABLE SUMMIT

APRIL 1 AT ONEC1TY

*Sponsored by oneC1TY, MTSU Textiles, Merchandising and Design, Fauxgerty, ABLE, OnPoint Manufacturing, Van Hoang, Fashion Revolution and Hi-Fi Media*



PHOTOS: Adrian E. Morales and Jessica Amerson

Nashville Fashion Week was proud to host Nashville's first Sustainable Summit on Monday, April 1 at oneC1TY. This interactive event included a fashion-focused discussion on sustainability moderated by Fern Mallis. Our panel of industry leaders - Chrissy Fogerty, Fauxgerty; Barrett Ward, ABLE; David Prentice, OnPoint Manufacturing and fashion designer Van Hoang, our 2018 Nashville Fashion Forward Fund recipient - shared their insights on how to turn ideas into action and experiences with sustainability. The live broadcast and video are courtesy of our educational partner Middle Tennessee State University.



# ADVERTISING & PRINT



## BEST OF BNA

April 2019 - Full Page

## NASHVILLE EDIT

Web Banner - 300 x 450px  
 Web Banner - 960 x 300px

## NASHVILLE INTERIORS

January 2019 - Full Page  
 Web Banner - 300 x 250px

## NASHVILLE LIFESTYLES

March 2019 - Full Page  
 April 2019 - Half Page  
 Web Banner - 728 x 90 px

## NASHVILLE SCENE

February 7, 2019 - Full Page  
 February 21, 2019 - Full Page  
 March 7, 2019 - Full Page  
 March 21, 2019 - Full Page  
 March 28, 2019 - Full Page  
 April 11, 2019 - Full Page

## NATIVE

March 2019 - Full Page  
 April 2019 - Full Page

## NFOCUS

February 2019 - Full Page  
 March 2019 - Full Page

## OUT & ABOUT

March 2019 - Full Page  
 April 2019 - Full Page  
 Website Ad x2 - 336 px x 280 px

## STYLE BLUEPRINT

Email Ad x? - 1280 px x 250 px  
 Ad x? - 1280 px x 500 px  
 Social Posts - IG & FB  
 SB Happenings & Weekend Feature  
 April What to Wear Feature

## SOPHISTICATED LIVING

November 2018 - Full Page

## NASHVILLE SIGN

Digital Billboard x3 - March 17 - April 6

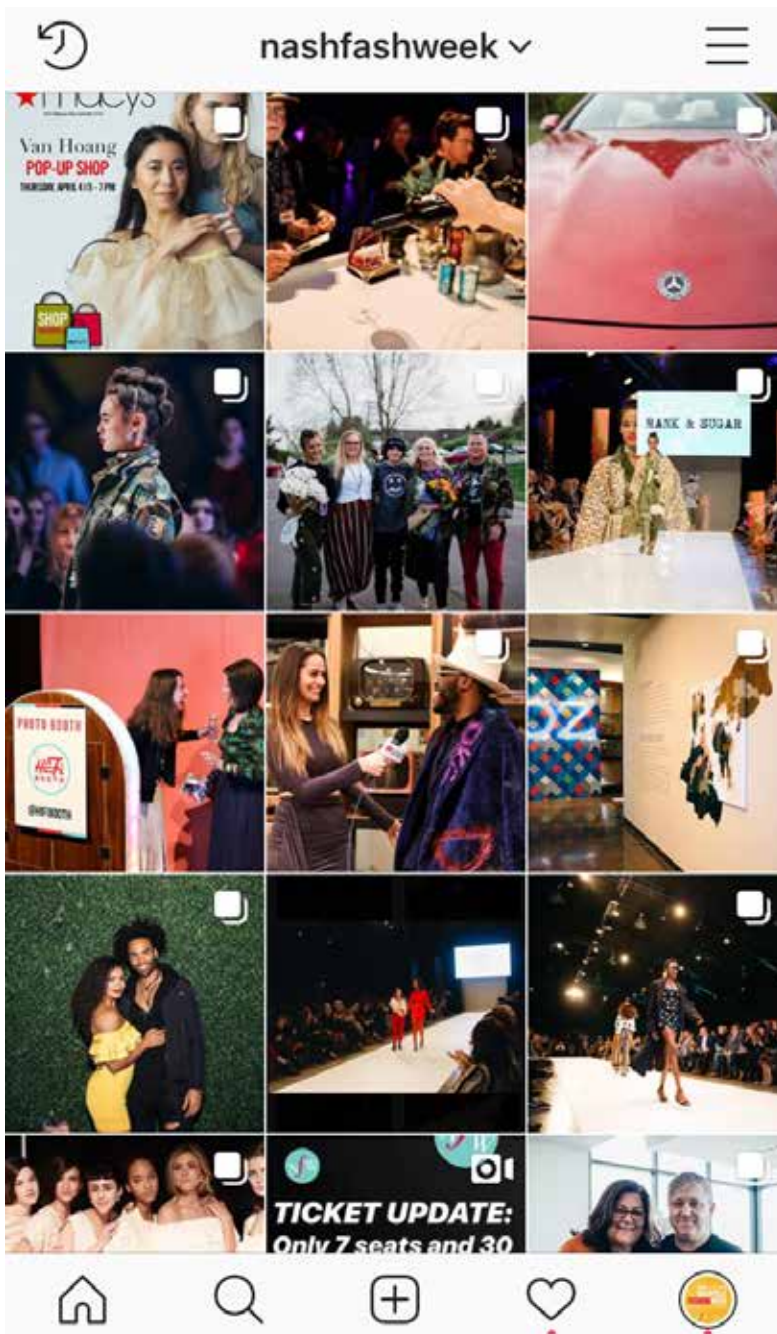
## PRINT

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





# IMPRESSIONS & WEB TRAFFIC



**NFW WEBSITE TRAFFIC**  
**66.8K** Page Views  
**25.3K** Visits  
**33.2K** Unique Visitors  
 (September 15, 2018 – May 31, 2019)

**INSTAGRAM 14.1K**  
**17.5K** #whyfnw  
**2,449** #nashfashweek

**80%** Female | **20%** Male  
**20%** Female 44+  
**26%** Female 35-44  
**41%** Female 25-34  
**12%** Female 18-24

**FACEBOOK**  
**10.7K** Current Likes  
**11.5K** Followers

**120,717** Total Reached  
 (January 1 - April 30, 2019)

**TWITTER 5.2K**

# PRESS

## CISION ANALYTICS

41 Total Mentions

175.4K Reach

\$44.8K Publicity Value

Top Outlets - NowPlaying Nashville, StyleBlueprint, WSMV and Nashville Scene  
Featured on two Broadcast Stations - ABC & NBC x3

## NFW EMAIL LIST

84,144 total emails sent from January 2019 - April 2019  
with average 15.7% open rate; 6.6% click-to-open rate & 1.5% click rate

## PRESS RELEASE SCHEDULE

May 1, 2019

**You Make A Difference**

April 23, 2019

**Thank You!**

April 9, 2019

**We Did It!**

April 3, 2019

**Four Full Days To Go...**

April 1, 2019

**It's Show Time!**

March 29, 2018

**Only 30 Tickets Left..NFW's FREE Sustainable Summit This Monday!**

March 26, 2019

**Celebrate With Nashville Fashion Week!**

March 20, 2019

**Official After Party and Shop Nashville Announcements**

March 14, 2019

**Nashville Fashion Week Announces First Sustainable Summit**

March 7, 2019

**Nashville Fashion Week Announces Fern Mallis Will Be Back and 2019 Learning Labs**

February 27, 2019

**Do You Have Your Tickets?**



**NASHVILLE FASHION WEEK**  
FIRST OF ITS KIND, NASHVILLE'S FIRST SUSTAINABLE SUMMIT  
AT THE CONVENTION CENTER OF NASHVILLE

**One Day Down...Four More To Go!**

**PURCHASE TICKETS NOW**

It's been a wonderful week so far! The crowd at our first Sustainable Summit exceeded all expectations and the excitement of opening night at **OZ Arts Nashville** has left us wanting more, and more we have! There are only nine more seated tickets for Wednesday and eight for Thursday night's Runway Show, but Friday night is **SOLD OUT**. On Saturday night we close out the festivities with the 5th Annual Fashion Forward Gala, but we're not quite done yet. There are still dozens of other official **Nashville Fashion Week** events between now and then... **Shop Nashville** events and promotions with your favorite retailers, Learning Labs and the Official After Party presented by Dream Nashville. Purchase your tickets while they last!



**NFW-OZ DESIGNERS**  
WEDNESDAY, APRIL 3

**NFW-OZ DESIGNERS**  
THURSDAY, APRIL 4

**NFW RUNWAY SHOWS Presented In Partnership with OZ Arts Nashville**  
Doors Open at 6:30 PM | Runway show begins at 8 PM  
\$50 General Admission  
\$75 Seated  
**NFW RUNWAY NIGHT 2 | Wednesday, April 3**

# PRESS

February 20, 2019  
**Join Us For Our Second Men's Style Event**

February 13, 2019  
**Don't Miss Our 3rd Influencer Brunch!**

February 6, 2019  
**2019 Runway Designers Announced**

January 29, 2019  
**LAST CALL for NFW Kickoff Party and Fashion Forward Gala Early Bird Tickets**

January 10, 2019  
**You're Invited To Kickoff NFW 2019!**

December 18, 2018  
**5th Annual Fashion Forward Gala Date Change**

November 28, 2018  
**Special Holiday Pricing on Nashville Fashion Forward Gala Tickets**

November 21, 2018  
**Last Call for Emerging Designer Applications!**

November 16, 2018  
**The 2018 Nashville Fashion Forward Fund Recipient Is...**

October 24 & November 6, 2018  
**Here We Go Again...NFW 2019 Launch Party November 15**

October 17, 2018  
**Introducing AMAX Talent + NFW Model Search 2019**

October 2, 2018  
**The Emerging Designer Application Is Now LIVE!**

September 18, 2018  
**Fauxgerty Pop Up To Benefit the Nashville Fashion Forward Fund**

September 6, 2018  
**It's Time To Apply For the Nashville Fashion Forward Fund!**

August 23, 2018  
**Save These Dates...Fashion Is More Than A Week**



# NFW COMMITTEE



**MANAGING PARTNERS**  
Connie Cathcart-Richardson  
Marcia Masulla

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

**STEERING COMMITTEE**  
Chelsea Beauchamp<sup>^</sup>  
Mikaela Clark<sup>^</sup>  
Kellie Davie<sup>^</sup>  
Shelby Goldsmith<sup>^</sup>  
Ruth Gonzalez  
Amos Gott<sup>^</sup>  
Gerard Hardiman<sup>^</sup>  
Leah Harrington<sup>^</sup>  
Lindsey Langley<sup>^</sup>  
Amanda Wolff  
Mary Kathryn Yeiser<sup>^</sup>

**INTERNS**  
Jessica Palardy  
Nicole Sherwood

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

PHOTOS: Jessica Amerson, Christy Hunter,  
Cameron Jones, Trent Millsbaugh and Mandy Reid

<sup>^</sup> RETURNING VOLUNTEER