

## Fashion Week Cleveland Unveils Schedule

*May 2 – 10 FWC events to include fashion shows, parties, films, lectures and exhibits, as well as Special Guest, Miss America 2008, Kirsten Haglund*

**April 10, 2008 - [PRLog](#)** -- Fashion means change, and Fashion Week Cleveland is changing.

For 2008, Fashion Week Cleveland unveils its new tagline, "Because Everyone Wants Fashion," a statement underscoring fashion is relevant to everyone, and FWC's future programming will reflect this vision. In addition to FWC's established opening party and three major fashion shows, a schedule of films, lectures and exhibits will expand and broaden FWC's appeal.

FWC runs from May 2 through May 10. The schedule kicks off with FWC's immensely popular, public kick-off GLAM PARTY presented by Cleveland Scene magazine on Friday, May 2, at 8 p.m. at La Dolce Vita. DJs IMPURE and GO will host, and admission is free. The GLAM PARTY theme is "Think Italy! Think Fellini!" and FWC urges attendees to "dress the part," bring their cell phones and "play paparazzi." Photos taken there – and throughout FWC -- will be uploaded to special online photo galleries.

The GLAM PARTY, presented by Sammy's, is followed by FWC's high energy wearable art show at Sammy's in the Flats on Saturday, May 3, from 8 pm to midnight. UNCLOTHED: A Mixed-Media Runway Event is a ticketed event and a designated "Cool Cleveland Party" featuring a complimentary FWC signature martini and haute couture hors d'oeuvres. Combined with Sammy's spectacular view of the Flats, UNCLOTHED is sure to be a sellout. Advance tickets are available at <http://www.coolcleveland.com>.

On Sunday, May 4, FWC goes from land to lake with CELEBRITY STYLE CLEVELAND, another ticketed event on board The Nautica Queen. Embarking at 5:30 pm and returning at 9, FWC guests will enjoy a special lakefront cruise while local celebrities and models present a boutique show spotlighting local retail collections. Tickets can be purchased at <http://www.fashionweekcleveland.com>.

FWC culminates in its final runway show, the black-tie CLEVELAND FASHION SHOW, which begins at 8 p.m. on Saturday, May 10. This gala will feature as its special guest Miss America 2008, Kirsten Haglund (an opera and music student at the Cincinnati Conservatory), as well as a number of up-and-coming American and regional designers, including Tad Boetcher (a Kent State University graduate who created Bill by Bill Blass and his own successful New York-based line called "tad b"). Two levels of tickets are available, and either level can be purchased at <http://www.fashionweekcleveland.com>.

Throughout Fashion Week Cleveland, programs will be scheduled in partnership with various institutions in University Circle, in Downtown Cleveland, and at the KSU Museum. Many of these are free events. Those with a charge offer a discount to FWC Fashion Show ticket holders.

A sampling includes: a showing of Funny Face, starring Fred Astaire and Audrey Hepburn at the Cleveland Institute of Art Cinematheque; a video and lecture on Dior at the Kent State University Museum; a program on silk and Japanese kimonos at the Cleveland Botanical Garden; and a behind-the-scenes look at the Western Reserve Historical Society's extensive children's clothing collection.

For more programs and for details about these programs, go to the Events section on <http://www.fashionweekcleveland.com>.

## ABOUT FASHION WEEK CLEVELAND:

Fashion Week Cleveland is a series of fashion shows and style events held annually in Cleveland, Ohio during the first week of May. Fashion Week Cleveland's mission is to promote fashion and to inform consumers about the importance and economic contributions of the fashion industry as well as to be a catalyst for excellence in fashion design, manufacture, education, and retail growth.

Since 2002, FWC has helped introduce the work of local and regional designers. The Cleveland Fashion Show, the keynote event of FWC, also showcases top new designers from across the United States. Ohio designers featured in past FWC shows include MoMo Falana (who designed costumes for Sex in the City), Nary Manivong (WWD called him a "designer to watch"), and Wendy Pepper (of Bravo network's Project Runway).

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