

FUNKSHION

FASHION WEEK MIAMI BEACH

Spring / Summer' 10 Collection Runway Shows!

October 14, 15, 16th and 17th - 2009

(MIAMI BEACH, Fla. – Sept 10, 2009) – Funkshion: Fashion Weeks Miami Beach announces details for their October, 2009 Spring/Summer '10 collections! This is BY FAR the most exciting lineup to-date! As with every year, **FUNKSHION: Fashion Week Miami Beach** will fuse music, art and fashion like no other city in the world could do. **Richie Rich, Pamela Anderson, Nicole Miller, Abi Ferrin, Custo Barcelona and so many others will all be present to show their new lines and support the shows!**

FUNKSHION: Fashion Week Miami Beach celebrates its 13th season this October! The state of the art fashion runways will be built at the Setai Hotel as well as the world famous Bass Museum of Art (both on Collins Ave). The Bass Museum of Art venue features a very unique space with a large courtyard for sponsor activations, gifting and accessories showcase.

FUNKSHION: Fashion Week Miami Beach will open on Oct 14th with a very special collection from Richie Rich and presented by Pamela Anderson. Funkshion will close with the amazing runway show of Custo Barcelona. **Other Highlights of this year's FUNKSHION: Fashion Week Miami Beach will also include Nicole Miller, the debut runway show for Rio Soul, Dallas based superstar designer - Abi Ferrin, Liquid Metal, as well as an adorable KIDS show brought to you by the family and lifestyle magazine Condé Nast Publication - Cookie Magazine!**

For the second year in a row, the American Heart Association is pleased to partner with Funkshion: Fashion Week Miami to produce the annual Red Dress Fashion Show. Across the country, the Red Dress has become the symbol for Go Red For Women, the American Heart Association movement that educates women about heart disease - currently the #1 killer of all women - and empowers them to take charge of their heart health. The Red Dress Fashion Show is presented by the American Heart Association and Piaget and will be hosted by Motives® by Loren Ridinger. Along with red dresses from designers such as Carolina Herrera, Michael Kors, Nicole Miller, Richie Rich and Badgley Mishka, the show will also feature a red swimwear line by Jantzen. A special appearance will be made by designers Nicole Miller and, for the second year in a row, Richie Rich. All funds raised as a result of the show will benefit Go Red For Women community programs and fund research in the field of cardiology.

As with every season, **FUNKSHION: Fashion Week Miami Beach** supports new and emerging designers with our Emerging Designers Award. The panel of judges is made up of media elite, trade industry VIP's, designers, celebrities and members of Fashion Group International. Fashion Group International will award a winner this prestigious honor along with the opportunity to showcase its designs at Funkshion: Fashion Week Milan in Italy. Fashion Group Emerging Designers Competition will be presented by **Nespresso**.

FUNKSHION: Fashion Week Miami Beach is a four day/evening long event that provides an intelligent, innovative platform for progressive, established, and emerging designers to showcase their collections to media, celebrities, international buyers, and select style makers. The shows are geared towards designer diffusion collections and innovative lifestyle brands. Designers will integrate music into their shows, many personally selecting their favorite celebrity DJs to preside over their runway spectacles.

Motives by Loren Ridinger is the official cosmetics of **FUNKSHION: Fashion Week Miami Beach** and will create each designer's look on the over 200 models covering 16 fashion shows throughout the event. Through revolutionary cutting edge technology, Motives is a world leader in the customized cosmetics industry. Motives is worn by some of today's hottest celebrities and is a favorite of makeup artists, models and photographers. Motives by Loren Ridinger strives to empower people everywhere to look and feel beautiful inside and out, while providing thousands of consultants worldwide with an opportunity to live the lifestyle they have always dreamed of. For more information visit: www.motivescosmetics.com and Creative Director Loren Ridinger's blog at www.myfashioncents.com,

Other prestigious sponsors include: Fame Route (the official travel and hospitality sponsor), Prive Salons and Prive Products (the official hair sponsor), Miami Beach VCA, IFW, Presidente and Presidente Light beers, Silver Dagger Vodka, and Miami Boutique Hotels.

FUNKSHION: Fashion Week Miami Beach

SETAI HOTEL AND THE BASS MUSEUM OF ART

(PLEASE SEE SCHEDULE BELOW FOR EXACT TIMES, ADDRESSES AND DATES)

For all media inquires please contact:

Matt Heien/Eastside Public Relations
917-864-7867

Matt@EastsidePR.com

For additional information please visit:

FUNKSHION
FASHION WEEK MIAMI BEACH
Spring / Summer `10 Collection Runway Shows!
October 14, 15, 16th and 17th – 2009

WED 10/14

6:00 – 8:00 Press Registration at Nicole Miller Store hosted by Nicole Miller
8:00 A*MUSE by Richie Rich introducing Pamela Anderson @ The Setai Hotel
10:00 Pamela Anderson and Dan Mathews host charity dinner at W Hotel benefiting PETA

THU 10/15

6:00 Nail Polish with Pam
8:00 Harpers Bazaar's Magia De La Moda at The Bass Museum of Art
9:00 Red Dress Fashion Show benefiting American Heart Association @ The Setai Hotel
10:00 Red Dress Afterparty @ The Setai Hotel with performance of Nicole Henry

FRI 10/16

6:00 Fashion Group International Emerging Designers Competition at The Bass Museum of Art
7:00 Winner of FGI Competition 2009 Fashion Show at The Bass Museum of Art
8:00 Abi Ferrin Fashion Show at The Bass Museum of Art
9:00 Nicole Miller Fashion Show @ The Setai Hotel
10:00 Nicole Miller Afterparty with surprise performance

SAT 10/17

6:00 Cookie Magazine Fashion Show presenting Puma, Diesel, Baby Phat and Phat Farm at The Bass Museum of Art
7:00 Rio Soul Fashion Show at The Bass Museum of Art
7:30 Liquid Metal Fashion Show at The Bass Museum of Art
8:00 Eugine Jones Fashion Show at The Bass Museum of Art
8:30 Fragolina Pompadour Fashion Show @ The Setai Hotel
10:00 Closing Afterparty @ The Setai Hotel hosted by Custo Barcelona with special performance by Cointreau Teese

For all media inquires please contact:

EASTSIDE
PUBLIC RELATIONS

Matt Heien/Eastside Public Relations
917-864-7867

Matt@EastsidePR.com

For additional information please visit:
www.FashionWeekMiami.com