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**CELEBRITY DESIGNER CHRISTIAN SIRIANO TO HEADLINE
SOUTH WALTON FASHION WEEK OCTOBER 5 – 9, 2016**

**TICKETS ON SALE AND EMERGING DESIGNER
AND MODEL APPLICATIONS AVAILABLE ONLINE**

Santa Rosa Beach, FL – (August 22, 2016) South Walton Fashion Week (SWFW), taking place October 5th through 9th in venues throughout South Walton, Fla., announces celebrity designer Christian Siriano as a 2016 headliner and an emerging designer competition judge.

Dubbed "the new king of old-school glamour" by *Elle* and "the next billion-dollar designer" by Yahoo! Style, Mr. Siriano's designs have appeared on the world's biggest stars, including First Lady Michelle Obama, Scarlett Johansson, Lupita Nyong'o, Gwyneth Paltrow, Kate Hudson, Sarah Jessica Parker, Rihanna, Jennifer Lopez, Celine Dion, Lady Gaga, Taylor Swift, Carrie Underwood, Kerry Washington, Julia Louis-Dreyfus, Tina Fey, Heidi Klum, Oprah Winfrey, Victoria Beckham, and Kate Upton, to name just a few.

A VIP Christian Siriano trunk show will take place at Alys Beach's Caliza Pool and Alys Shoppe on Friday, October 7th, and Mr. Siriano's designs will also be featured on the SWFW runway on Saturday, October 8th. Christian will be joined on the special guest panel by international artist Ashley Longshore (Anthropologie), television star Becca Tilley (The Bachelor), fashion photographer Carlo Pieroni, supermodel Carol Wilson, model agent Jenni Lubo (Click Models), and more to be announced soon.

In its fourth year, South Walton Fashion Week is a large-scale, multi-day event on Northwest Florida's Gulf Coast that celebrates high fashion by featuring national, regional and local designers, retail boutiques, emerging designers, and a model competition. Runway shows, trunk shows, parties, and presentations will take place in beach neighborhoods throughout South Walton.

Prime-time runway shows will take place at "30A Venue" (30Avenue) on Thursday and Friday and at 560 Grand Boulevard (Grand Boulevard) on Saturday. VIE Magazine will host the official SWFW Launch Party, "The Get Down," at their headquarters in Grayton Beach on Wednesday, October 5th followed by an After-Party at Salon 76. Day-time venues include Silver Sands Premium Outlets, The Shops at The Hub, Tommy Bahama, and more. A full list of runway shows and schedule of events will be released in September.

SWFW is calling emerging designers to apply for the 2016 Emerging Designer Competition sponsored by Silver Sands Premium Outlets and models (male and female) to apply for the Sheila Goode Model of the Year Competition sponsored by VIE Magazine.

Emerging designers who are selected as semi-finalists will showcase their designs on the SWFW runway at "30A Venue" on Thursday and Friday, and the judges will determine three finalists who will show on Saturday night. The winner will be announced at the conclusion of Saturday's runway show, and the winner will receive a prize package that includes \$2,000 cash, a feature in VIE's 2017 Fashion Issue, and a prime-time runway show at 2017 SWFW.

Chosen model applicants will be invited to a September casting call, and those who are cast will

walk the SWFW runway to compete for the Sheila Goode Model of the Year award package, including \$1,000 cash, a feature in VIE's 2017 Fashion Issue and a meeting with Click Atlanta. Model and emerging designer applications will be accepted through September 9th at swfw.org.

There is limited availability for established designers, fashion houses and retailers to show at SWFW, in addition to some opportunities for sponsorship and advertisement in the South Walton Style Guide. For more information, contact jennifer@culturalartsalliance.com.

General admission tickets start at \$20 for day-time events and \$50 for prime-time events, and VIP tickets start at \$100. Tickets and special lodging partner packages offered by [Rosemary Beach Cottage Rental Company](#) and [Courtyard Marriott Sandestin at Grand Boulevard](#) can be found at swfw.org.

South Walton Fashion Week is produced by the [Cultural Arts Alliance of Walton County \(CAA\)](#) in partnership with [Monark Events](#) and presented by [Visit South Walton](#), [Grand Boulevard](#) and [VIE Magazine](#). Other partners include 30Avenue, ZT Motors, VIVO Spa Salon, Oko, Pure & Couture, Willow + Mercer, Linda Miller - The Smile of 30A, Bud & Alley's, Emerald Coast Magazine, The 30A Company, Tommy Bahama, Alys Beach, and Silver Sands Premium Outlets. Net proceeds benefit the CAA, which is the designated Local Arts Agency that supports the arts through leadership, advocacy, funding, programs and education. The vision of the CAA is to make Walton County a creative place in which to live, work and visit (culturalartsalliance.com).

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About Christian Sirano

Click to download [Mr. Siriano's headshot](#).

Following his studies in London under Vivienne Westwood and Alexander McQueen, Christian Sirano launched his eponymous collection in 2008. The Christian Sirano collection is shown each season at New York Fashion Week, and presented in New York and Paris to retailers. Known for whimsical and show-stopping design – from fantasy evening gowns and cocktail dresses to tailored sportswear, intricately detailed shoes and accessories – the collection can be found at Neiman Marcus, Bergdorf Goodman, and other department stores and specialty boutiques around the globe. In 2012 the first flagship Christian Sirano store opened on Elizabeth Street in New York City, and in 2013 he was inducted as a member of the Council of Fashion Designers of America (CFDA).

Christian Sirano also designs four seasonal collections of affordable shoes and handbags for Payless ShoeSource, an ongoing guest designer collaboration since 2009. In 2016 he designed a collaboration collection with Lane Bryant. Other design partnerships have included a makeup line for Victoria's Secret, and clothing and/or accessories with Best Buy, HSN, Disney, Nordstrom, Puma, Starbucks, Spiegel, and others. He is the youngest person to ever appear on the Crain's "40 Under 40" list, was a member of Forbes' "30 Under 30" in 2015, and he co-founded accessories e-commerce retailer "Send the Trend" and served as Chief Curator until its acquisition by QVC in 2012. "Silhouette," his first fragrance, launched in 2014. Christian Sirano intimates, eyewear, home/bedding, and beauty collections all launched in 2015 and 2016.

About The Cultural Arts Alliance

The Cultural Arts Alliance of Walton County (CAA) supports the arts through leadership, advocacy, funding, programs and education. The vision of the CAA is to make Walton County a creative place in which to live, work and visit - a destination for cultural and artistic excellence where lives are enriched, economy is stimulated and community is strengthened. In addition to South Walton Fashion Week, the CAA produces the 30A Songwriters Festival, Art Week South Walton, ArtsQuest, Seaside Writers Conference, the Flutterby Festival, and Valentine Tour of Homes. The CAA presents over 200 workshops each year at the Bayou Arts Center, provides arts education

funding through the Art For All program, and leads The Foster Gallery, a fine art co-op gallery that features local artists and special exhibits. Learn more and become a member at CulturalArtsAlliance.com.