



Office of the Mayor
Richard M. Daley
Mayor

News Release

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FASHION FOCUS CHICAGO 2008 CELEBRATES GROWTH OF CHICAGO'S FASHION INDUSTRY

Back for the Fourth Year, October 1 – 8

Fashion Focus Chicago, a weeklong celebration of Chicago's thriving fashion industry, returns for a fourth year in 2008. Running from Wednesday, October 1 through Wednesday, October 8 Fashion Focus Chicago showcases some of the city's top designers, and features five runway shows in Millennium Park, fashion installations, shopping events, student designer events, and industry seminars.

Appearing for the first time at Fashion Focus Chicago 2008 is Clandestine Industries, a clothing line created by designer, activist, and musician Pete Wentz. The Chicago-based creative talent and entrepreneur's line will be featured during Fashion Focus' opening show, *Gen Art's Fresh Faces in Fashion featuring Clandestine Industries*.

"The growth of this exciting industry is a testament to the hard work and dedication of our designers and industry professionals," announced Mayor Daley. "We are proud to showcase the talented designers that call Chicago home as part of Fashion Focus Chicago 2008."

Chase Promenade North in Chicago's world-renowned Millennium Park will be home to five runway shows:

- Gen Art's *Fresh Faces in Fashion featuring Clandestine Industries* – Wednesday, October 1
- Chicago Sister Cities International Program *World Fashion Chicago* – Thursday, October 2
- *All-School Fashion Show* – Friday, October 3
- *The Allure of Couture* – Monday, October 6
- *Designers of Chicago Fashion Show presented by Macy's* – Tuesday, October 7

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New to the Fashion Focus runway show line-up is the *All-School Fashion Show*, a show featuring student designers from Chicago's four fashion design colleges. Also new this year will be Museum of Sustainable Style, an exhibition that highlights local clothing, accessory and furniture designers who are creating sustainable products that make no compromises on style and fashion. MoSS will be located at 1109 West Fulton Market in the Fulton Market District and will be curated by Jessa Brinkmeyer, owner of Pivot boutique.

In addition to runway shows, Gen Art Chicago presents its bi-annual shopping event Shop CHICago for the second time in Millennium Park on Saturday, October 4. Shop CHICago will provide Fashion Focus attendees the opportunity to purchase fashions from some of the designers seen on the runways and from local boutiques.

Sponsors of Fashion Focus Chicago 2008 include: Lancome, Macy's, Hard Rock Hotel, and Mario Tricoci.

Fashion Focus programming is presented by the City of Chicago in partnership with Macy's; Gen Art Chicago; the Apparel Industry Board, Inc.; Chicago Fashion Foundation; Columbia College Chicago; The Illinois Institute of Art – Chicago; the International Academy of Design and Technology; the School of the Art Institute; Chicagoland Entrepreneurial Center; Sister Cities International Program; Chicago History Museum; Urban Shop Guide; and ShopWalk.

About Fashion Focus Chicago

Fashion Focus Chicago 2008 is a weeklong celebration of Chicago's fashion industry from October 1 - 8. Fashion Focus Chicago 2008 is presented by the City of Chicago with local industry organizations, schools, agencies, independent designers, and retailers. For more information and event details, please visit www.chicagofashionresource.com or call the Department of Cultural Affairs at (312) 744.2400.

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Note: Images and b-roll are available by contacting Brooke Vane at brooke.vane@cityofchicago.org, 312.742.4983.