

P.O. BOX 18819
Atlanta, GA 30326-9997
Office: 404-812-5366
Fax: 404-812-5365
Website: www.fashionweekatl.com

Designer Guidelines

Fashion Week ATL is an emerging platform designed to unveil, develop, and fuse the Atlanta fashion industry. We allow for Collections of National and International designers to make their mark in the cosmopolitan fashion world, while establishing Atlanta's global status as a major fashion force.

Fashion Week ATL, owned and operated by Atlanta Fashion Week LLC, an entertainment and production company, seeks to attract several thousand buyers, retailers and members of the national and international press.

Fashion Week ATL offers designers a comprehensive program complete with state-of-the-art venues and experienced production teams ensuring individual visions are accomplished. In addition, the show offers maximum exposure through a wide variety of marketing benefits and advertising opportunities including daily print and media coverage.

Designers wishing to participate are required to submit an updated press kit. Press kits should contain the following items:

- Designer and company profile (Must be Included)
- List of retail distribution*
- Clips of editorial press coverage*
- Photos, and/or video of most recent spring and fall collections*
- Showroom sales office and public relations contact information

Time slots for Fashion Week ATL venues are assigned based on submission of registration forms, deposits, availability within the calendar and appropriateness of the collection.

If you would like to receive a venue brochure and schedule for Fashion Week ATL, please submit the above materials no later than (May 31st, 2008 for early registration) and no later than (July 1st, 2008 for normal registration). The Showings will contain Spring/Summer 2009 collections only.

Fashion Week ATL LLC
Taiwo Oniru
Executive Designer Coordinator
Office: 404-812-5366 EXT. 169
Mobile: 404-516-2425
Fax: 404-814-5365
Email: toniru@fashionweekatl.com
Website: www.fashionweekatl.com

Press kits will remain on file. Venue brochures and time slot request forms will be forwarded to the contact information you provided in a timely manner appropriate to the season in question.

*(Send only if designer has information readily available)



Fashion Week ATL '08 DESIGNER Registration

October 1 – 5, 2008



Salutation	<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Dr. <input type="checkbox"/> Other		
First Name	<input type="text"/>	Last Name	<input type="text"/>
Company Name	<input type="text"/>	Company Website	<input type="text"/>
Address1	<input type="text"/>	Address2	<input type="text"/>
City	<input type="text"/>	State/Zip	<input type="text"/>
Phone	() -	Fax	() -
E-mail	<input type="text"/>		
Collection Information	<input type="checkbox"/> Men <input type="checkbox"/> Women <input type="checkbox"/> Couture <input type="checkbox"/> Alternative <input type="checkbox"/> Accessories <input type="checkbox"/> Other		
Package Options	<input type="checkbox"/> Fashion Designer <input type="checkbox"/> Relax, Rejuvenate, INDULGE – Accessory Event		
# of Looks per Showcase*	<input type="text"/>		
Designer & Company Profile**	Name:	Address:	City, State, Zip:
	Company Name:	Phone:	Fax:
	Company Website:	Email:	<input type="text"/>
Model Info	Please send necessary model information such as gender & size for all collections being represented.		

Please return form by either Fax or Mail to the following address:

Atlanta Fashion Week LLC
c/o Fashion Week ATL '08
P.O. BOX 18819
Atlanta, GA 30326-9997
Attn: Tai Oniru
Office 404.812.5366
Fax 404.812.5365

I authorize Atlanta Fashion Week LLC to charge the following credit card to sponsor Fashion Week ATL '08 in the amount of \$ _____. We hereby confirm our participation at Fashion Week ATL '08 and accept the Terms of Use, rules and regulations of Fashion Week ATL '08. Furthermore, agree to participate in the fashion shows or events produced by Fashion Week ATL and its affiliates. We [the designer] agree to the terms and conditions of the cancellation policy and there will be no refunds issued. All payments are due at time of registration.

Visa Master Card American Express Money Order #/Check # ____
Credit Card #: _____ Exp. Date: _____

Name on Credit Card: _____ CVV (Security Number) _____

Signature: _____

Additional Information regarding these Events, please contact Tai Oniru – Design Coordinator @ toniru@fashionweekatl.com.

* 15 minutes maximum per show per designer.

** This information will be utilized in press releases, advertisements, email, etc. Please keep description brief, yet precise.

Please be aware that only STAFF agents working for Fashion Week ATL have an email address with the extension @fashionweekatl.com. Anyone else posing as a representative for us that does not present a business card and/or copyrighted material, is NOT, in anyway related to this event. The only official websites owned and operated by Fashion Week ATL are www.fashionweekatl.com and www.officialfashionweekatl.com. If you learned about us after having read an email informing you that events identified by different names (using the words Fashion Week ATL), is completely FALSE and it has been made usurping our name.