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## FOR IMMEDIATE RELEASE

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### FIFTH ANNUAL LATINO FASHION WEEK KICKS OFF NOVEMBER 1 IN CHICAGO

CHICAGO, IL (October 26, 2011)--The Windy City will once again become the talk of fashionistas at Latino Fashion Week's 5<sup>th</sup> year anniversary. This six-day event, "By Latinos, For Everyone," will include runway shows, celebrity appearances, VIP parties, a three-day Fashion Lounge and Expo, and much more.

"This year's theme, 'Art in Fashion,' honors the concept that fashion and its elements are art," says Arabel Alva Rosales, co-executive producer of Latino Fashion Week. "Our intent is to further grow and share a greater understanding of art."

Established as the premier resource institution for those in the Latino fashion industry, Latino Fashion Week is the only fashion week in the United States created to support the talent of local, national and international Latino designers and models.

Latino Fashion Week (LFW) highlights:

- Christian Rios, Hollywood photographer, will be signing his book "DREAMERS" accompanied by actor Nico Tortorella, best known for his role in 2011 horror film "Scream 4."
- Andre Gulchard, artist will be signing the official VIP SWAG Gift bag designed by him on Tuesday. Swag gift bag will be available for purchase throughout the week.
- Frederick Valentin, international model and star of reality show "Host" along with friend and model Melvin Roman and Ego TV productions will cover the LFW events and after-parties co-hosted by AKIRA.
- Christian Carabias, celebrity actor/model/singer, best known for his soap opera roles on Telemundo's 2009 "Más Sabe el Diablo" and Univision's 2008 "Valeria," will tape LFW events for fashion and lifestyle broadcast outlet, FashionTV.
- Alicia Estrada from Stop Staring! – a showstopper at the recent LA Fashion Week, brings her retro-inspired, 2012 vintage collection to Chicago.
- Premier of Jorge Perez de la Habana's Quinceañera line (available at Macy's on State Street) during LFW's Teen Runway Show.
- A three-day Fashion Lounge and Expo free and open to the public exhibiting apparel, fashion accessories and more opening November 3, 2011.
- Nina Chantele, an on-air personality; Orlando Santiago, internationally recognized make-up artist and others will be awarded for their success in their respective industries.
- NuvoTV's Model Latina will feature models from past seasons.

Open to the public, LFW will offer general admission and VIP tickets. VIP tickets include reception, celebrity-status fashion show seating, after-party wristband and a gift bag.

LFW will also partner with Zhou B. Art Center, the official LFW venue to host "CelebrARTE," a contemporary art exhibition that celebrates the Latino spirit, imagination and creative force. Curated by Sergio Gomez for the Zhou B. Art Center in collaboration with 33 contemporary galleries, the exhibition will run from October 28 through November 12, 2011, located at 1029 W. 35th St., Chicago, IL 60609.

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## EVENT LINE-UP

### **Tuesday, November 1, 2011: Designer's Muse**

*Reception: 5:30 PM and Show: 7:00 PM*

**Celebrity Emcees:** To be announced and Valerie Warner of "Windy City Live," WLS-TV ABC7 Chicago

LFW's annual local and international celebrity catwalk and media red carpet reception showcases Chicago's top local Latino designers such as Jacqueline Amezcua, Goca, Karol Barrero, Que Shebley and Zoë Damacela. Working the runway will be Nicole Suarez, "Nuestra Belleza Latina" finalist, the NuVo TV Model Latina and others. Celebrity appearances by Hollywood fashion photographer Christian Rios and actor Nico Tortorella. After-party: Boardroom, 343 W. Erie St.

### **Wednesday, November 2, 2011: Unity Canvas**

*Event: 6:30 PM and Show: 7:30 PM*

**Celebrity Emcees:** David Miranda, 93.5 & 103.1 La Kalle and Jovie Calma, TV Show Host/Columnist, *Via Times News Magazine*

LFW will host a multicultural fashion show honoring the ethnic diversity of Chicago's local designers including Borris J. Powell Designs, winner of the 2011 Oscars Designer Challenge ; Charisma, a ravishing collection by Ritu Boorgu with model Paiy Hans; Haj Designs, an exquisite blend of custom-tailored men's garments by Haj Gueye; C. Dalhstedt by Carl Dalhstedt from Chicago; Juan Colon from Puerto Rico and others. After-party: Y Bar, 224 W. Ontario St.

### **Thursday, November 3, 2011: Teen Day Fashion Show & Family Pavilion**

*Expo Opens: 2:00 PM and Show: 7:00 PM*

**Celebrity Emcee:** Julian on the Radio, B96

Back by popular demand, this event will promote a healthy lifestyle and improved self-esteem featuring an AWSUM (Amazing-Wonderful-Super-Unique-Me) Workshop with teen-savvy motivational speakers including Zoë Damacela, designer and winner of the "Pretty Amazing" *Seventeen* cover model contest; Alina Patris, LFW Teen Model and Blogger; Nicole Suarez, "Nuestra Belleza Latina" of Chicago and more. This event will also host the premier of Jorge Perez de la Habana's Quinceañera line during the LFW Teen Runway Show. Free and open to the public, the three-day Fashion Lounge and Expo, exhibiting apparel, fashion accessories and more, starts on this day. Additionally, Walgreens will be providing Flu Shots (free for those with insurance), blood pressure screenings, information on services provided at our Take Care Clinic™ during Latino Fashion Week's Expo. After-party: NV Penthouse, 116 W. Hubbard St.

### **Friday, November 4, 2011: Mixed Mediums**

*Expo Opens: 3:00 PM*

*VIP Reception: 8:15 PM and Shows: 7:00 PM & 9:15 PM*

**Celebrity Emcees:** Carlos Anaya, Journalist and Sylvia Perez, Co-Anchor ABC 7

LFW features a runway show with the most popular trends in fashion including vintage-style designs by Alicia Estrada, head designer and founder of Stop Staring!, and designs of Adriana Osorio Lugo from Emerge! Fashion Runway Show during NY Fashion Week, and Juan Cotes, designer from the Dominican Republic. "Meet the Designers" reception sponsored by La Taberna and co-sponsored by Ibero-American Consuls of Latin America. Fashion Lounge and Expo continues. After-party: The Underground, 56 W. Illinois St.

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**Saturday, November 5, 2011: Art in Fashion Extravaganza**

*Expo Opens: 1:00 PM*

*Reception: 6:00 PM and Show: 8:00 PM*

**Celebrity Emcee:** Lourdes Duarte, WGN

This glamorous evening begins with a VIP, celebrity-status reception followed by our finale runway show including collections of national and international designers such as Claudia Arce from Argentina, Paco Mayorga from Mexico, Tamaris Rubio from the Dominican Republic and Jorge Perez de la Habana's 2012 Bridal collection. Christian Carabias will close the Fashion Lounges and Expo. LFW award honoree recipients include: Christian Rios, Nina Chantele, Orlando Santiago, Zoë Damacela and Extra Newspaper. After-party: TZAR, 215 W. Ontario St.

**Sunday, November 6, 2011: Art in Fashion Panel**

*Event: 12:30 PM and Panel: 1:00 PM at Instituto Cervantes of Chicago, 31 W. Ohio St.*

LFW will moderate the "Art in Fashion" panel covering the diverse entities that help create fashion locally and internationally. Panel guests include:

- Jorge Perez de la Habana
- Jon Cotay, co-owner of AKIRA in Chicago
- Frederick Valentin
- Christian Rios

Latino Fashion Week is proud to have Walgreens, Univision Chicago and the Chicago Sun-Times on board as the official presenting sponsors, Arbonne Cosmetics as the official beauty sponsor and FIAT as the official auto sponsor.

Visit the newly designed website for event information at [www.latinofashionwk.com](http://www.latinofashionwk.com) or join the movement on <http://www.facebook.com/latinofashionwk> and [www.twitter.com/latinofashionwk](http://www.twitter.com/latinofashionwk). Use Twitter hashtag #LatinoFW.

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