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**More Designers Than Ever, Artists & Dogs to Headline Fashion Week 2014**

*Celebrating five years, Fashion Week of Rochester kicks off Tuesday, Oct. 14*

*Tickets available at Wegmans locations*

**Rochester, N.Y., Oct. 7, 2014** – Fashion Week of Rochester will mark its milestone fifth year with four runway shows, including one with more than 40 four-legged friends and another that features an art gallery with the city’s most-accomplished artists. The six-day event, Oct. 14-19, kicks off in one week. Front row seats are almost sold out, but reserved seating and general admission tickets are still available at Wegmans.

“Fashion Week of Rochester is an all-inclusive event, and never before have we had this many designers, boutiques, models, venues, vendors, sponsors – and species – involved,” said Meghan Mundy, Chief Fashion Organizer.

“All runway show events are held at unique and historic spaces around the city,” said Elaine Spaul, Executive Director of The Center for Youth, the beneficiary of Fashion Week. “We refashion these venues to draw attention to our creative community but also to shine a light on youth homelessness and raise funds for programs that are transforming young lives.”

Starting off the week is an event focused on upcycling and recycling: The **Fashion Exchange** runs from noon to 7 p.m. Tuesday, Oct. 14 at the Memorial Art Gallery (500 University Ave.). People can bring new or gently used clothing or accessories from their closets and trade them in for items that are new to them. Several boutiques and designers have donated shoes, dresses, purses, jeans, sweaters and more to give guests a wide selection.

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The **High Tea, High Fashion** runway show at 5 p.m. Wednesday, Oct. 15 will feature doggie models as well as humans. Guests will enjoy afternoon tea and champagne at tables along a runway in the former Tea Room on the sixth floor of The Sibley Building (25 Franklin St.).

**The Gallery of Fashion** on Thursday, Oct. 16 at Woodbury Place (210 South Avenue) will include the launch of an art show that features 22 Rochester artists, including Wendell Castle and Nancy Jurs, Albert and Frances Paley, and Leonard and Myung Urso. The gallery opens at 6:30 p.m. followed by a runway show in the same venue at 8 p.m.

**Fashion by the Books** will transform the Rundel Memorial Library (115 South Ave.) into a European runway at 8 p.m. Friday, Oct. 17. This intergenerational show will incorporate grandparents, twins and “silver foxes.”

The final runway show of 2014, **Fashion Underground**, will be in the heart of Downtown Rochester in the recently renovated Midtown Tunnel at 8 p.m. Saturday, Oct. 18. The “Men of Midtown” – all local developers – will be among the models on the catwalk. Dangerkat, a popular performer in New York City, will DJ the show. Parking is available, free of charge, in the Midtown Parking garage for easy convenience to this unusual site.

The annual **Boutique Crawl** rounds out Fashion Week on Sunday, Oct. 19. Patrons will register at East Avenue Inn & Suites (384 East Ave.) from 10 a.m. to 11 a.m. and then boutique hop through Rochester, Pittsford and Brighton all day, hitting 27 boutiques, art galleries and specialty stores along the way.

Since the inaugural Fashion Week in 2010, proceeds from the event have benefited The Center for Youth’s homeless youth programs and helped fill gaps resulting from decreased state and federal funding. Fashion Week 2014 will raise funds for a new young men’s shelter and help The Center for Youth maintain its current shelter programs, including an Emergency Shelter for youth, ages 12 to 18; the Chrysalis House for young mothers and their children; and the Crisis Nursery, a temporary shelter for children whose families are in crisis and lack other support systems.

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