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Fashion Week of Rochester 2015 to be Hosted Under “The Tents on Main”

Tickets for event, Oct. 13-18, now on sale at Wegmans

Rochester, N.Y., Sept. 1, 2015 – The sixth annual Fashion Week of Rochester will be held at the center of the Midtown site downtown under “The Tents on Main,” a nearly 15,000-square-foot tent featuring a 96-foot runway, seating and standing for more than 900 people and a retail and food vendor area. At the site this morning, organizers unveiled plans for Fashion Week 2015 slated for Tuesday, Oct. 13 through Sunday, Oct. 18. Proceeds will benefit homeless youth shelters and programs at The Center for Youth. *Tickets are now on sale at all Wegmans locations.*

"Fashion Week continues to charm our community and celebrate its talent, beauty and style, while raising essential dollars for youth homelessness," said Elaine Spaul, The Center for Youth Executive Director. "We can't imagine a more perfect way to honor our city and also recognize our challenges. We hope hundreds of people join us in our center city in October."

In 2014, Fashion Week generated more than \$250,000, helping The Center for Youth launch a new independent living resident for young men who are working to finish school or vocational programs and start careers. The fundraiser also provides significant support for The Center's Crisis Nursery, the only program of its kind in the community available 24/7 to care for babies and children during family emergencies related to medical illness, homelessness and domestic violence.

Fashion Week 2015 will offer five runway shows – the most in the event’s history. The schedule of events and plans for each day are listed on page 2 and can also be found at www.fashionweekofrochester.org.

Fashion Week
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Schedule of Fashion Week 2015 Events

Fashion Exchange, 3 p.m. to 8 p.m. Tuesday, Oct. 13: Bring new or gently used clothing, shoes or accessories from the closet and trade them in for something new. Choose from inventory contributed by local boutiques. Free admission!

Fashion 9 to 5, noon Wednesday, Oct. 14: Introducing Fashion Week's newest addition, this lunchtime runway show will feature business wear, daytime dresses and classic day-to-night looks.

Puppy Love, 7:30 p.m. Wednesday, Oct. 14: Back by popular demand, dogs will accompany human models in this runway show. Both will be dressed in their finest in a show that features accessories, including hats, jewelry, purses, boots, coats and rain wear.

Midtown Funk, 8 p.m. Thursday, Oct. 15: This runway show will feature redheads, emerging designers and, in collaboration with the Memorial Art Gallery, a re-creation of the famous Ebony Fashion Fair that once toured the country and made stops in Rochester.

We Are Family, 7:30 p.m. Friday, Oct. 16: This multi-generational runway show will celebrate our community's families, including twins, sisters and brothers, and silver foxes who remind us that style never ages.

Saturday Night Fever, 8 p.m. Saturday, Oct. 17: The 2015 finale show will bring classic and glamorous designs to the runway featuring an upbeat dance theme.

Boutique Crawl, 10 a.m. registration; 11 a.m. to 5 p.m. Sunday, Oct. 18: This boutique-hopping event in Rochester, Brighton and Pittsford will give fashionistas the opportunity to buy some of the designs they saw on the runway. Admission is \$10.

Tickets for runway shows range from \$10 to \$100. All events will be held under The Tents on Main with the exception of the Boutique Crawl. Boutique Crawl registration will be held at City Grill where a map of participating boutiques and shops will be distributed to participants.

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