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### **Fashion Week of Rochester 2016 to be Hosted “In the Loop” in October**

*For first time, Fashion Week to span full seven days,  
including four runway shows in 19,000-square-foot tent on the Inner Loop*

**ROCHESTER, N.Y., June 14, 2016** – The seventh annual Fashion Week of Rochester will be held on a portion of the Inner Loop being filled in near Charlotte Street, organizers announced this morning at a press conference near the site. Fashion Week 2016 is slated for Monday, Oct. 10 through Saturday, Oct. 15 with the annual Boutique Crawl scheduled for Thursday, Oct. 6. The festival’s four runway shows will be held in the “Tent in the Loop,” a 19,000-square-foot tent that can accommodate approximately 1,000 people. Proceeds will benefit homeless youth shelters and programs at The Center for Youth.

"Each year, we make Fashion Week bigger and better to celebrate the best our city has to offer while focusing on some of our biggest challenges," said Elaine Spaul, Executive Director of The Center for Youth. "The funds raised during Fashion Week keep our babies and children safe, housed, fed and loved, and we cannot thank the community enough for supporting The Center’s homeless youth shelters and crisis programs through this exciting, creative event."

In 2015, Fashion Week made a profit of more than \$325,000 to directly support The Center for Youth. These funds helped keep the Crisis Nursery program open and accessible around the clock for families in need of emergency childcare. The Center also was able to maintain its Street Outreach Program to assist young people on the streets and help them find safe, stable housing.

For the first time, Fashion Week 2016 will offer seven days of events. The schedule of events and plans for each day are listed on page 2 and can also be found at

[www.fashionweekofrochester.org](http://www.fashionweekofrochester.org).

**Fashion Week**  
**ROCHESTER**



## **Schedule of Fashion Week 2016 Events**

***Boutique Crawl***, 4:30 p.m. registration; 5 p.m. to 9 p.m. Thursday, Oct. 6: This boutique-hopping event will kick off at Panache (1855 Monroe Ave) and include boutiques and shops in Rochester, Brighton and Pittsford. Admission is \$10 for self-drive and \$25 for VIP limo service. There will be a limited number of VIP tickets available.

***Fashion at the Movies***, Monday, Oct. 10: The Little Theatre will host three showings of fashion films. Tickets are \$5.

***Fashion Exchange***, 3 p.m. to 8 p.m. Tuesday, Oct. 11: People can bring up to two new or gently used clothing items, shoes or accessories and trade them in for something new. They can choose from inventory contributed by local boutiques. The event is free and open to the public.

***At Your Service***, 7:30 p.m. Wednesday, Oct. 12: Dedicated to the heroes who serve our country and community, this runway show will feature emergency responders, firefighters, police officers and their k9s, sheriff's deputies and veterans.

***Fashion on the Edge***, 8 p.m. Thursday, Oct. 13: Designers will bring their "funkiest" fashions to this runway show, featuring body art, skater clothes and trendy athletic wear. Professional skateboarders will keep the show flowing on a ramp at the end of the T-shaped runway.

***Our Rochester on the Runway***, 7:30 p.m. Friday, Oct. 14: From its very beginning, Fashion Week has proudly featured families on the runway. A real crowd pleaser because of its charm and playfulness, this multi-generational runway show is a reflection of Rochester's diverse community.

***Fashion in Harmony***, 8 p.m. Saturday, Oct. 15: The grand finale runway show features the most glamorous, high-end fashions in harmony with local talent. Young and experienced vocalists from all musical genres will perform.

The Fashion Exchange and runway shows are hosted at the Tent in the Loop. Ticket prices for runway shows range from \$25 to \$100 and will be sold online starting in September.

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