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FOR IMMEDIATE RELEASE

Wisconsin Fashion Week Announces 2010 Dates

MADISON, Wis. (February 12, 2010) – Now in its third year, Wisconsin Fashion Week will make a major calendar shift to the **fall season** and be held **October 2-9, 2010**.

Wisconsin Fashion Week is also expanding to include **two weekends**.

“Now that Wisconsin Fashion Week has a consistent year-round presence through our quarterly series Fashion Fridays, we are able to concentrate more on the busiest shopping time of the year, the fall season,” said executive producer, Kristi Moe. “By moving the Week, we hope our events will show shoppers buying locally can be eco-friendly and stylish, as well as making them more savvy with purchases made from national brands.”

The **2010 Fashion Fridays** dates are:

April 9

July 16

October 8 (in conjunction with Wisconsin Fashion Week)

December 31 (their **first** New Year’s event)

As a spin-off runway series, Fashion Fridays explore more creative interpretations of fashion and are typically held in non-traditional spaces.

For more information, please contact Kristi Moe at 608-320-3322.

Wisconsin Fashion Week is an annual series of consumer-oriented events which include workshops, runway shows, shopping experiences and parties. WFW aims to unify Wisconsin’s fashion designers, retailers and beauty representatives in a collaborative and high-profile event that brings fashion to the forefront of Wisconsin’s culture. Events will be held at various locations throughout Madison. For ticket purchase and more information visit www.wisconsinfashionweek.com.

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