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PHOTOGRAPHY BY

JC Bravo Juan Rodriguez Brendon Pinola and Butch Dill



# SATURDAY NIGHT GUS MAYER PARTY

Birmingham Fashion Week 2013 proves to be a mainstay among top Birmingham events. In it's 3<sup>rd</sup> year, the city hosted even more nationally known designers, reality television stars, local and national celebrities, and fashionistas alike. This year's event was 7 fun filled fashionable days. The week kicked off with the annual Gus Mayer party at The Summit. Bright and early on Sunday morning, brides found themselves at Bromberg's downtown for "Bride Atelier." Heidi Elnora hosted a private viewing of her Fall 2013 collection at Avondale Villa on Monday night. Saks Fifth Avenue joined forces with Birmingham Fashion Week this year with the Emerging Designer reveal party on Tuesday night. Wednesday night showcased the first ever LifeStyle night in support of the ever growing athletic apparel industry. On Thursday, the official Birmingham Fashion Week runway show began under the big tent. On Friday night, Birmingham welcomed Anthony Ryan Auld, Project Runway, All-Star, season two winner and on Saturday the fashion powerhouse Tibi sent her acclaimed designs down the runway.

## Mission Statement

"To create an atmosphere that not only directly influences our youth and local economy in a positive manner but to change the persona of the Southern fashion industry while setting the stage for future generations. " -Birmingham Fashion Week

"New York Fashion, Sweet Home Style." Birmingham Fashion Week



















Fashion week kicked off with an opening night party at Gus Mayer at the Summit. The models taking part in Fashion Week were in attendance along with plenty of guests and fans of Birmingham Fashion Week.

# SUNDAY MONDAY





# **Heidi Elnora**

Known as one of Alabama's top designers, heidi elnora didn't disappoint with the debut of her Fall 2013 collection, "Heavenly Days." The designer drew inspiration from the movie "Snow White and the Huntsman", while on her way home from a shopping trip to Paris. From the opening look to the final line-up, the audience was carried on an emotional journey that kept them wanting more.

# WEDNESDAY THURSDAY







# LifeStyle

LifeStyle night was created to show support of the ever-growing sports and athletic apparel industry. From skaters to yoga instructors and everything in between, LifeStyle night provided the audience with a fun and "uplifting" view of the fashion industry.condem











