FASHION WEEK OC FASHIONED FOR THE FUTURE.–

THE OFFICIAL FASHION WEEK OF ORANGE COUNTY ROCKS A WEEK OF CAN'T MISS EVENTS OCTOBER 16TH THROUGH OCTOBER 26TH

FOR IMMEDIATE RELEASE: CONTACT PRESS@ORANGECOUNTYFASHIONWEEK.COM
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Jetsetters get ready for the official Fashion Week of Orange County week-long press announcements for the 2014 season are hitting the catwalk October 16th through October 26th, 2013, with a tribute to the power of music, fashion, the arts and charitable endeavors. AMERICA'S NEXT TOP MODEL Official Casting Director and Team headlines Day 2 of Orange County Fashion Week for Model Entries.

Brand new OC fashion week buzz pulsing with Italian style, intensity, passion and drive progress into a spectacular Finale: Italy sweeps through Orange County with the weekend's *charity tribute* to the three-day Italian Opera Festival presented by Bulgari. Dana Point Mayor Pro Tem, Lisa Bartlett, will be announcing the line up as she cuts the opening day ribbon for the Press Launch, Wednesday, October 23rd at the St. Regis Monarch Beach. No content to be solely a runway show, OFWOC incorporates the enthusiasm for learning with the One World Symposium introduced by the Orange County Fashion Council. The symposium will feature keynote speakers whose charitable endeavors unite a one world vision ticket purchase of the Friday night event on Oct 25th, offers attendees all-access to this special business version of Orange County Fashion Week. Tickets available www.IAOF.org in support of the Italian American Opera Foundation.

DAY 1 - OCTOBER 23RD - On Wednesday, We are getting DRESSED TO THE NINES, for The RETAIL NETWORK EVENT - LOCATION: ST. REGIS BOTANICAL GARDENS Time: 10AM - 12Noon.

DRESSED2THE9Z

Dressed to the Nines is an 18th century expression recognized as "very fashionably and elaborately dressed." "The nine" or "the nines" was used to signify "superlative" in numerous contexts as 9, being the highest single-digit number, symbolized "the best" and further referenced the 9 muses. With the holiday seasons around the bend, what better way to support Orange County's emerging fashion talent than to recruit qualified candidates from Orange County Fashion Week? We've sought out la crème de la crème giving you the opportunity to meet, network, and review candidates whose passion and drive for business is fashion.

* 10:30 AM OPENING ANNOUNCEMENTS BY MAYOR PRO-TEM LISA BARTLETT
* 11:00 AM DRESSED2THE9Z RETAIL NETWORK EVENT hosted by KUSHNER CARLSON
* ADMITTANCE FREE TO PRESS, BLOGGERS, MEDIA and those looking to get into the Fashion Industry. Open to the public, this event benefits the city of Dana Point's Elephant Parade and the Maui Ola Foundation. Senior Partner of Kushner Carlson, PC, Michael Kushner is looking forward to Orange County Fashion Week's opening day stating, "Kushner Carlson, PC is pleased to be a part of Orange County Fashion Week's Dressed2the9z event. Should be a great day at the St. Regis Botanical Gardens.
* For more info attend the Pre-Quel event on October 16th at Kushner Carlson Law Office**.** https://kushnercarlsonmakingwavesformauliola.eventbrite.com

DAY 2 - OCTOBER 24TH - MEET THE OFFICIAL CASTING CREW OF AMERICA'S NEXT TOP MODEL - THE ART OF TRAVEL & STYLE - LIVE TEST SHOOT AND FASHION SHOW

The Art of Travel and Style as defined by the sophisticated traveler will premiere October 24th with an exciting opportunity for OC's Best Kept Models to meet the official Casting Director Michelle Mock-Falcon and the Casting Staff of *America's Next Top Model*. The day will include photo shoots of Orange County model entries, photographers, videographers, fashion bloggers and press. The event will be held at the Aventura Sailing Association's all-new Yacht Club against the California Riviera backdrop.

Checking out the resort-wear collections of the worldly Orange County designers, one can feel the infusion of intercontinental flair. Designer Marisa Kenson will hold the spotlight as she premieres the release of her Spring / Summer 2014 Designer Collection.

Featuring her patent pending invisible belt dresses worn by celebrities like Katy Perry and Nicole Scherzinger, this collection is a game changer! Kenson's designs and her event production company, Fashion Destination Group, embrace the art of travel and style from city to city and coast to coast as they spotlight an appreciation for international style and breathe this cultural thread into every facet of the line. OC Fashion Week embraces Kenson's presence on the California Riviera catwalk.

On October 24th, the official America's Next Top Model Casting Director and her team will be at the Orange County Fashion Week casting from 4:00 PM to 7:00 PM. Girls and Guys are welcome to drop by to submit photos to the casting team, find out detailed information on how to apply for the new season of Americas's Next Top Model, and possibly secure an opportunity to meet with the Casting director or her casting team!

For more information on how to apply, please email the casting team at:
CWTopModelCasting@gmail.com

AMERICA'S NEXT TOP MODEL
* CHECK-IN TIME 1-3PM
* PHOTO TEST-SHOOT 4-5PM
* ART OF TRAVEL & STYLE FASHION SHOW hosted by Marisa Kenson 6-7PM
* ADMITTANCE FREE TO PRESS, BLOGGERS, MEDIA, PHOTOGRAPHERS

DAY 3 - OCTOBER 25 - ONE WORLD SYMPOSIUM GALA Celebrating the Power of Fashion, Music and the Arts Retail Industry Night at the Italian Opera Festival presented by BULGARI beginning at 6PM, following the premiere of A Night in Venice 7PM

The Retail Industry Night is a tribute to fashion, music and the arts as anticipated Opening Night of the three-day Italian Opera Festival presented by Bulgari. All Apparel Retailers are encouraged to attend this international night to remember.

Then Join us for the One World Symposium Gala at 6PM at the Soka Performing Arts Theatre Friday night on October 25th -- an Industry affair not to be missed for Retail, Travel and International Businesses following A Night in Venice 7PM - proceeds benefits the Italian American Opera Foundation non-profit 501c3 organization for all three nights. Following A Night In Venice by the Italian Opera Festival. Visit www.IAOF.org for more information.

IAOF

One World Symposium Gala

FRI / OCT 25TH / 6PM
INDUSTRY NIGHT

A NIGHT IN VENICE / 7PM

at the

Italian Opera Festival
BVLGARI

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FASHION WEEK OC FASHIONED FOR THE FUTURE...

OC FASHION WEEK : Power of Fashion, Music and Arts: Tribute Timeline Schedule

10/16- MAKING WAVES IN STYLE
MIXER - October 16th Prequel Cocktail Mixer at Kushner Carlson Law Firm
At 5:00 PM on October 16th, Kushner Carlson, PC is kicking off Fashion Week with a prequel event at their office (15 Enterprise, Suite 110, Aliso Viejo). They are asking the public to join them in supporting the Mauli Ola Foundation, a nonprofit organization founded by a group of professional surfers who came together to introduce surfing as a form of natural saline treatment to children with cystic fibrosis. While there is no charge to attend the event, the firm does encourage guests to bring a beach related item (i.e. beach toy, sunblock, hat, towel, etc.) to donate to the Mauli Ola Foundation for use at their children surf experience/beach events. Monetary donations to the foundation are also appreciated. To RSVP for the event, please email Sarah James at sjames@kushnercarlson.com.

10/23 - DRESSED2THE9Z: FRIENDS, TRENDS AND TRADE SECRETS
October 23rd -RETAIL NETWORK - Location - St. Regis Botanical Gardens Dressed 2the9z - Opening - Day presented by Kushner Carlson Time: 8-12noon.

10/24 - THE ART OF TRAVEL & STYLE FASHION SHOW
LIVE AMERICA'S NEXT TOP MODEL TEST SHOOT - October 24th The Art of Travel & Style featuring collections by Marisa Kenson. Cast of America's Next Top Model 1-7PM accepting Model Submissions.

10 /25 - THE ONE WORLD SYMPOSIUM INDUSTRY NIGHT GALA- Behind the Power of Fashion, Music and the Arts at the ITALIAN OPERA FESTIVAL PRESENTED BY BULGARI in Soka Performing Arts Theatre. Purchase to the event allows access to Orange County Fashion Week events at 8PM

10 /26 - VIVA VERDI - ITALIAN OPERA FESTIVAL PRESENTED BY BULGARI
in Soka Performing Arts Theatre a portion of proceeds benefit Caterina's Club and the Italian American Opera Festival for more info. visit www.IAOF.org

ORANGE COUNTY FASHION COUNCIL

This official Fashion Week of Orange County has been "fashioned for the future" since 2005 curating fashion shows in support of arts and entertainment. In 2010 an advisory board began as the Orange County Fashion Council developed a Mission to advocate for Charitable Good benefiting non-profit organizations in a fashionable way while remaining true to its original mission committed to promoting inner beauty awareness, entertainment and the arts. Their tenacity to add fire and passion from the grassroots efforts is now an elite group. Its

Fashionably Responsible campaign is dedicated to designers, retailers and artists whose corporate social responsibility programs give back for Life, Liberty and the Pursuit of Fashion.

KUSHNER CARLSON, PC

The business and entertainment attorneys at Kushner Carlson, PC are well known for their aggressive, client-centered, and innovative approach to the law. With a hard earned reputation in Orange County as a legal powerhouse, scores of leading companies, both large and small, have placed their trust in the firm. Additionally, Kushner Carlson's entertainment clients range from multi-Grammy Award winning artists to world champion athletes. These clients have come to rely on Kushner Carlson's full range of legal support to meet their unique transactional and/or litigation needs.

MANNA COSMETICS

About Manna Kadar Cosmetics: Manna Kadar Cosmetics is Your Beauty Solution with Long Wear, Multi-Functional and Innovative Products. Manna Kadar, Founder of Manna Kadar Cosmetics created, "Manna's Beauty Simplified System" to be able to put your best face forward in 7 minutes by using a 3 step process, "Prime, Polish, Perfect" to streamline and better understand your makeup regimen! www.mannakadarcosmetics.com www.facebook.com/MannaKadarCosmetics Twitter: @MannaKCosmetics

DESIGNER MARISA KENSON

MARISA KENSON's career as a Fashion Designer and apparel manufacturer spans more than two decades. She has worked with leading national retailers to design, develop, merchandise and produce many of their national brands. Marisa has been appointed as a Design Director for some of the industry's most successful manufacturers, with net sales well over 1 billion dollars.

In 2008 Marisa began to pursue her own personal style and point of view when she developed a line with her namesake. Marisa's quest to give women fashion that is flattering and forgiving led to the development of the Patent Pending "Invisible Belt Dress", a favorite among celebrities.

With her wide range of industry experience and a Vision for bringing the fashion community together, she has built a platform in Fashion Destination Group to Discover, Showcase, and Inspire industry insiders and as well consumers in all aspects of fashion. Marisa Kenson is a participating Designer in Orange County Fashion Week.

FASHION DESTINATION GROUP (FDG)

FDG Vision is to build a global platform through which the world can discover the Business of Fashion. FDG Platform: To provide the consumers access to the apparel industry, with the amazing talent of new brands and established designers. And to discover all new methods of retailing, technology and the business behind the world of fashion. It will inspire through education and mentorship. As a fashion industry promotion group, our core purpose is to unite the apparel business and encourage the collaboration of all sectors of our industry. FDG is a collaborative supporter of Orange County Fashion Week.

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BREAKWATER EVENTS

Breakwater Events: is desirably located in the beautiful Dana Point Harbor with Spectacular panoramic harbor and ocean views. Breakwater Catering is able to offer both quality and value that cannot be matched with unprecedented ambience for any event. Choose from an array of mouth-watering menus, ranging from a-la-carte to all-inclusive and each can be tailored to meet your specific needs. Breakwater Events at Aventura in Dana Point Harbor 24707 Dana Drive Dana Point, CA 92629

This Orange County Fashion Week event is authenticated since 2005 and organized by the Orange County Fashion Council. Events hosted independently and not in affiliation with Orange County Fashion Council are not recognized as "the Official Fashion Week of Orange County". Please report Fashion Events unlicensed use of the "OC Fashion Week mark" or The Official Fashion Week of Orange County to abuse@ocfashioncouncil.com.