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Fashion Week San Diego Designer Announcement

A first look at the designers featured at the world's only bi-national fashion week.

June 4, 2008 - San Diego; Fashion Week San Diego is the world's only bi-national fashion week. Slated for fall 2008, the event will highlight the fashion industry that thrives in Southern California, presenting designers from both the United States and Mexico.

"This in-depth look at Southern California's fashion culture is absolutely unprecedented," explains Allison Andrews, president of Fashion Week San Diego. "A seamless display of a fashion culture that knows no borders will mesmerize San Diego this fall."

Fashion Week San Diego 2008 is a first annual fashion week occurring September 28 - October 5, 2008. The event will be held at the Sheraton San Diego Hotel & Marina in a permanent tent that holds more than 3,000 people. The week-long event will consist of daily fashion shows, forums, lectures, shopping events and official after parties. Tickets will go on sale in late June and can be purchased from the Fashion Week San Diego website at www.fashionweeksd.com.

In addition to highlighting San Diego's bi-national fashion arena, Fashion Week San Diego will also incorporate socially conscious elements. The designer lineup includes sustainable, recycled, philanthropic and plus-sized lines. The week-long event will also benefit the Child Abuse Prevention Foundation.

Following is the confirmed list of designers for this first annual event, most of who are either from San Diego or Mexico. Limited sponsor and designer opportunities are still available and interested parties should email info@fashionweeksd.com.

Charmone Shoes | www.charmoneshoes.com

Charmone Shoes designs couture-quality shoes that are kind on the eyes, the soles and the environment. They create beautiful, luxurious, sexy shoes that are also sustainable and cruelty-free. Every shoe incorporates European design and quality while using only animal-free, eco-friendly materials. They believe no one should sacrifice their style conscious just to serve their social conscience.

Fashion Overdose | www.fashionoverdose.com

Fashion Overdose is an edgy, fem, street- couture line for women and men of all sizes. They focus on encouraging and empowering through fashion. Fashion Overdose believes large-size women and men should not feel like second class citizens. They strive to provide larger women and men can with the same clothes that are available to their smaller-sized peers.

Fuegorosa | www.fuegorosa.com (website coming soon)

An eclectic mix of influences, from the exotic and mysterious Mediterranean, colorful Andalusia and the elegance of French vintage chic bring to life an unparalleled name in fashion: FUEGOROSA. Using a combination of unique painted techniques and color, Mexican designer Olga Sánchez will seduce your senses creating a visual experience with stylized luxury.

G-Star | www.g-star.com

From its conception in 1989, G-Star has been known for its innovative and cutting edge style in the world of denim. The rough, rudimentary and raw characteristic of the brand allows G-Star to maintain its distinct and unorthodox style. The G-Star brand is a style of all times. Futuristic and cautious. Far-reaching and experimental. Alternative and traditional. G-Star is about making eccentric combinations and maintaining authenticity.

Jeans for Justice | www.consciouslysocial.com/events_jeansforjustice

Jeans for Justice is a philanthropic fashion line, which benefits rape crisis prevention. The line features denim that is dispersed to a host of artists and designers around the world and the results of their deconstruction, reconstruction and embellishments are unleashed down a runway during an annual charity fashion show. Jeans for Justice is now in the process of receiving its 501C(3) certification.

Jorge Corella Designs | www.jorgecorella.com

Jorge Corella takes risks in employing high fashion elements, combining classic cuts with modern glam. He uses bold prints, Couture style and figure-flattering cuts to produce hand-crafted, one-of-a-kind dresses.

Lauren-Elaine Designs | www.lauren-elainedesigns.com

Lauren Elaine creates unique pieces that reflect a sense of effortless elegance and glamour. A self-proclaimed "girly-girl," Lauren Elaine primarily enjoys designing ultra-femme dresses, gowns and separates with a penchant for feminine prints and details. The LED label is entirely designed by Lauren Elaine from start to finish - with many of the initial samples and one-of-a-kind gowns sewn by Lauren Elaine herself.

Lizz Russell | www.lizzrussell.com

Individuality and confidence is the spirit and force behind the Lizz Russell collection. Her

handbag designs, constructed from silk and semi precious stones, speak to women of all stages of life.

MADE Jewelry | www.madejewelry.com

MADE Jewelry is a collection of handmade jewelry using sterling silver and gold filled or gold plated ear wires, natural stones, Swarovski crystals, rare charms, vintage plastics, and other one-of-a-kind materials that the designers come across. Each piece is designed with an uncompromised style that empowers freedom and movement. The materials and components of each design constantly change based on availability – making our original pieces limited in quantity but unsurpassed in quality and uniqueness.

Nelli USA | www.nelliusa.com

Nelli designs clothing that women can wear as an expression of their own personal style. The line is inspired by a woman's elegance, romanticism and self confidence, which Nelli believes to be the very essence of style. Nelli is for the woman who demands quality and sophistication crafted into every piece of a collection.

Parris Harris | www.parrisharris.com (website coming soon)

Parris Harris' bold designs are rich in vintage recreations and punk inspirations. The designer employs rare textiles to create 3-dimensional designs that are both modern and futuristic in conception and execution.

Sergio Alcala | www.sergio-alcala.com

Sergio Alcala is continuously innovating Mexican-contemporary design, his lines influenced by photography, digital art, video and artistic performances. He works with bold and unpredictable fabrics and employs unique manufacturing techniques to remain at the forefront of Mexican kitsch. Alcala previously showcased his lines at Mexico City Fashion Week.

Stacie May | www.staciemay.com

Staci May's line consists of vintage-inspired one-of-a-kind looks that possess a unique timelessness. The inspiration for Stacie May's graceful, fun, flirty looks can be attributed to a combination of life inundation and appreciation of antique and vintage collectibles, clothing, fabrics trims, art, music, movies, history, and architecture along with an aspiration and flair for experimentation with fabrics, colors, textures, and cuts that compliment.

Sweet Petites | www.mysweetpetites.com

Sweet Petites Apparel was established in 2006 to make clothes that provide the perfect petite fit that many petite women struggle to find. The line features clothes that flatter a woman's natural curves and that celebrate active, strong, and beautiful women. Sweet Petites Apparel is a stylish and fashionable active wear line with the "the perfect petite fit" created by petite women for petite women.

Ximena Valero | www.ximenaValero.com

Named "Best Designer of the Year" for gala dresses at Miami Fashion Week in 2006, Valero's designs are for the woman who is not afraid to reveal her femininity, a woman who has no inhibitions. Her designs are sensual and exotic; they hug a woman's curves. Her inherent knowledge of how clothing should fit a woman's body is clearly reminiscent of her past as a designer for Victoria's Secret in New York.

More designers will be announced over the next few months. For more information on Fashion Week San Diego, visit www.fashionweeksd.com. Daily updates are available on the official blog, www.fashionweeksd.com/blog. Media inquiries should be directed to info@ellecomm.com; all other inquiries should be directed to info@fashionweeksd.com.

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