



FOR IMMEDIATE RELEASE

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MILWAUKEE FASHION WEEK, MILWAUKEE, WI – Milwaukee Fashion Week is delighted to announce their 3rd annual event will be held September 21, 2017 through September 23, 2017 inside the elegant Grand Ballroom of the historical Milwaukee Athletic Club.

The 2017 Milwaukee Fashion Week is presented by Wantable.com. Wantable is an e-commerce personal styling service located in Milwaukee's Walker's Point neighborhood. They offer online styling for both men and women including women's ready-to-wear, fitness apparel for both men and women, as well as intimates and makeup. "We are proud to be the 2017 Milwaukee Fashion Week presenting sponsor," said Wantable founder and president, Jalem Getz. "As a personal styling service entrenched in the Milwaukee fashion scene, we know the city's fashion community is fantastic and think there's potential to grow its reputation as a place for great fashion."

Milwaukee Fashion Week's charity of choice, this year, is Project: I AM Power – Girl Power Model Mania. This 501c3 non-profit organization provides a platform for children ages 5 to 17 to nurture confidence and express their individuality. Stephanie Brown, founder of Girl Power, is "thrilled that Project: I am Power – Girl Power Model Mania has been selected as Milwaukee Fashion Week's charity of choice." Brown believes that "building confidence while reinforcing your sense of 'self' is one of the single most influential things you can do to contribute to your success in life" so the program works to cultivate confidence through a series of empowering workshops using the fashion industry a metaphor. The 5-week program leading up to Milwaukee Fashion Week will incorporate empowerment workshops, allow participants to design their own t-shirts, and then encourage them to model it on the runway during Milwaukee Fashion Week. Participants will also prepare an empowering paragraph about themselves to be read while walking the runway.

Wantable and Getz "stand behind Milwaukee Fashion Week's mission to support non-profit organizations" and is "especially excited for this year's partner Project: I AM Power – Girl Power Model Mania." "We understand the importance of giving young women the tools to develop strength, confidence, and empowerment and are proud that supporting Milwaukee Fashion Week will help them carry out their mission."

Tickets for Milwaukee Fashion Week go on sale summer 2017. The event has a number of exciting changes this year including the return of the 3-day pass, perks for VIP guests, an exclusive kick-off event, and more.

For more information about Milwaukee Fashion Week, please visit <http://milwaukeefashionweek.com>.

For more information on Wantable, visit <http://wantable.com>.

For more information about Project: I AM Power – Girl Power Model Mania, please visit <http://jesuistalent.com/girl-powermodel-mania>.