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MILWAUKEE FASHION WEEK

MILWAUKEE - Milwaukee Fashion Week, coordinated by a group of individuals within the Fashion & Event Planning Industries, will be bringing Fashion, and Milwaukee, to the limelight Thursday, September 24th, 2015 thru Saturday, September 26th, 2015. And it's all for an amazing cause.

Stephanie Schultz, local fashion designer behind Silversärk, stated "There are more than 40 persons in the Milwaukee area who construct, design, and/or facilitate fashion design. One of the exciting things about Milwaukee Fashion Week is that it will be bringing together so many people who may have not been exposed to a great number of these designers." Milwaukee Fashion Week will not only be displaying seasoned designers in the area, but also burgeoning/student designers, and a few from the Chicago and Madison areas. Stephanie added, "Not all designers have had the opportunity or the wherewithal to produce full shows with their own individual collections, so it will be a wonderful chance to see all the designers pull out all the stops for this event."

"We are proud to be donating 100% of net proceeds to Pathfinders", said National Photojournalist and Author, Abe Van Dyke. Pathfinders is a Milwaukee-based non-profit organization that provides some of the Milwaukee area's most comprehensive programming for youth and youth adults. According to their website, Pathfinders "empowers youth in crisis to make positive life choices, providing them with emotional support, resources for basic needs, and tangible tools for a fresh start", focusing on:

- Housing & Shelter
- Education
- Family Engagement
- Youth Empowerment

Genise Linder, Director of Development and Communications at Pathfinders, stated "Pathfinders is thrilled to be announced as the 2015 Milwaukee Fashion Week Charity of choice. The community's generosity will be invested in services that change the lives of thousands of runaway, homeless, and traumatized young people in the Greater Milwaukee Area." Abe Van Dyke, added "Life may not be easy or kind, but Pathfinders helps make a difference by bringing opportunity for our youth to rise above difficult situations."

"It's a great pleasure to work with several amazing individuals in making this event take place. Not only is Fashion being promoted in this great city, but Milwaukee is also being promoted, and Giving is at the heart of It." said Deborah Reimer, owner of Infinity Productions. Each evening of Milwaukee Fashion Week will be featured at a different venue within the downtown Milwaukee community. Opening Night will be held at the elegant Grand Ballroom of the Milwaukee Athletic Club. Friday will be at Milwaukee's only venue that rotates – The Polaris, located at the top of the Hyatt Regency. And the Finale will be

held at the breathtaking three-story historical Milwaukee Theatre's Rotunda. Deborah added, "Fashion, Opportunity, and Giving. We are very excited."

Tickets will go on sale this summer.

For more information about pathfinders, and how they impact the greater Milwaukee area, please visit <http://pathfindersmke.org>.

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