

South Florida
INTERNATIONAL
FASHION
WEEK 2018

FOR IMMEDIATE RELEASE

SOUTH FLORIDA INTERNATIONAL FASHION WEEK ANNOUNCES ITS SECOND ITERATION COMING THIS SEPTEMBER 2018 PRESENTED BY PORSCHE WEST BROWARD

May 29, 2018 – Fashion for a Cause Foundation (FFACF) today announced its second iteration of the South Florida International Fashion Week (SFIFW) will take place this September 2018 from the 24th through the 29th. After a successful 4 day fashion week held this past February, that included 14 fashion designers from all around the world and a crew of over 100 models, stylists, and volunteers and over 1,000 guests, SFIFW has increased to 6 days and will span across 6 major cities/communities throughout Miami-Dade, Broward and Palm Beach Counties.

6 DAYS ♦ 6 CITIES ♦ 6 RUNWAYS

With their strategic coverage throughout South Florida, designers, sponsors and vendors have the opportunity to broaden their exposure to consumers, retailers and the media alike. SFIFW also leverages this platform to showcase the local communities where each of the events are hosted.

SFIFW proudly identified Porsche West Broward as its title sponsor. Porsche West Broward has the largest selection of New and Pre-Owned Porsche inventory nationwide and is the largest facility in the country. The brand new state-of-the-art 66,000 sq. ft. indoor showroom and service area will also serve as one of the venues during SFIFW. With this partnership, show attendees can expect to spend a luxurious evening in a posh environment immersed in beautiful fashion and fast cars all while enjoying cocktails and hors d'oeuvres from local fine dining restaurants.

In addition to the Porsche West Broward facility, other venues include:

Design Center of the Americas (DCOTA) in Dania Beach, the largest design campus of its kind, where SFIFW will take over two of its grand atriums within the 800,000 sq. ft. center.

Rosenbaum Contemporary in Boca Raton, a premier fine art gallery featuring Postwar, Modern and Contemporary masters presented through a nationally recognized museum-level exhibition program. Along with serving as a host venue for SFIFW, Rosenbaum Contemporary will feature a special exhibit showcasing fashion photographers Simon Procter showcasing his long collaboration with Karl Lagerfeld and the house of Chanel and Greg Lotus who's work can be found regularly in the pages of Vogue Italia, Vanity Fair, GQ, L'Uomo Vogue and W Magazine.

Zenith Art & Fashion in Miami, a unique art and design platform that unites cultures through the fusion of the arts, bringing you the best creations by artists and designers from around the world.

South Florida
INTERNATIONAL
FASHION
WEEK 2018

Modera Metro Dadeland by Mill Creek in Downtown Dadeland, a smart, modern high-rise building where its state of the art clubhouse and Sky Lounge and beautiful pool will offer its exceptional views of Miami's skyline as the backdrop for one of SFIFW's fashion runways.

South Florida International Fashion Week was created by the Fashion for a Cause Foundation as one of its programs to provide a platform where emerging and established local, national and international designers can exhibit their collections. Through the support of sponsors FFACF is able to maintain costs for participating fashion designers low while providing a high production level that includes models, hair, make-up, and a cocktail reception for attendees at each event. Ticket sales directly benefit FFACF and facilitates their continued support of emerging designers and launching new community programs that support at-risk youth and employment challenged men and women.

Fashion designers can register to showcase their collections online or by contacting info@sfifw.org.

For more details on sponsorship or vendor opportunities including ticket sales, visit www.sfifw.org.

About Fashion for a Cause Foundation

The Fashion for a Cause Foundation was founded in Las Vegas, NV in 2012 by fashion photographer and philanthropist, Andres Gonzalez, to raise funds and awareness for local charity organizations. In early 2017, FFACF moved its operations to Florida where corporate leader and consultant, Carlos Junquera, joined the foundation to lead the development of its community programs.

The foundation continues to use fashion as a platform to help other local charities but, expanded its mission to support emerging designers and with the launch of SFIFW, FFACF's capital campaign, FFACF is working to secure a location where they can:

- continue facilitating fashion and art apprenticeship programs;
- offer workshops to teach at-risk men and women with barriers to employment an industry related trade to gain employment and economic independence;
- support at-risk youth through various fashion and art programs; and
- offer work space for emerging designers and artists in general.

For more information visit www.ffacf.org.

Contact:

Carlos Junquera

CEO, Fashion for a Cause Foundation

Executive Producer/Co-Director, SFIFW

Phone: (305)975-3131

carlos@ffacf.org