



**2012 PRESS/MEDIA KIT**



## Our Mission

Sacramento Fashion Week launched as an answer to the call for a fashion show production that focused on the needs of the local fashion industry. Sacramento Fashion Week provides the bridge between fashion designers, models, photographers, advertising agencies, model agencies, fine artists, make up and hair stylists, exhibitors, and entrepreneurs in the beauty, fashion, and entertainment industry. Sacramento Fashion Week strives to produce an upscale quality event with the overall goal of bringing awareness and economic growth to the local fashion industry. We work with local higher education institutions to recruit and develop talent, as well as, provide an avenue for students to learn real-world skills in the various industries that contribute to our event. As part of our commitment to the Greater Sacramento area economy, our marketing strategy involves collaboration with local businesses to create new sales and networking opportunities. We accomplish this by attracting customers through hosted events, special sales promotions, and social media marketing efforts. Sacramento Fashion Week began in Spring 2006 and is produced by Magnum Opus Enterprises.

Sacramento Fashion Week also focuses on giving back to the community through charitable contributions. This year marks the second year of partnership with the Make-A-Wish Foundation of Sacramento and Northeastern California. The Make-A-Wish Foundation grants wishes that bring hope and happiness into the lives of children at a time of great adversity and uncertainty, impacting the lives of all they touch by creating positive memories that can be cherished for a lifetime. The Make-A-Wish Foundation now grants a wish to a child every 40 minutes. In 2011, Sacramento Fashion Week helped grant 15-year-old Denise's wish of a shopping spree at the Westfield Roseville Galleria.



## Our Crew

Now in its sixth year of production, Sacramento Fashion Week has consistently worked to recruit some of the area's best talent to collaborate on the production of this event. We work closely with local area colleges to provide real world opportunities for students seeking a career in fashion design, merchandising, public relations, creative design, photography, videography, event coordination, staging and lighting, modeling, advertising, journalism, and many more. As the event continues to grow in scale and awareness, we continue to expand our team and outreach.

**Producer/Executive Director:**  
Duane Ram

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**Creative Director:**  
Will Rodriguez

**Business Relations:**  
Dianna Novela

**Media Relations:**  
Sarah Carballo

**Public Relations:**  
Maria Serquen  
Stacey Saelee

**Talent Relations:**  
Savannah Rodriguez  
David Alcaez

**Social Media Manager:**  
Aman Dhaliwal

**Editor-In-Chief (Website Blog):**  
Bridgett Rex

# A Look Into 2011



# 2011 Showcase



To request high resolution photos, please email [sarah@sacfashionweek.com](mailto:sarah@sacfashionweek.com)



# What to Expect For 2012

The combined efforts of the production team and industry partners help Sacramento Fashion Week strive to produce an upscale quality event with the overall goal to bring more awareness and economic growth to our local fashion industry.

## **Fashion Design Mentor - Caren Templet**

Mentoring the designers to formulate their collections to a higher standard will be Sacramento's premiere designer Caren Templet. (<http://carentemplet.com>)

## **Official Salon - Rowena & Takashi**

Rowena & Takashi, one of Sacramento's leading salons, will be transforming the look of the models, on and off the runway, with their creative. (<http://rowenaandtakashi.com>)

## **Consulting Stylist - The Stylist Online**

Bringing in the latest fashion styles to each promotional shoot is fashion stylist Simone Vianna, from The Stylist Online. (<http://thestylistonline.com>)

## **Decor & Set Design - Bang! Bang! Art Studio**

Injecting a little art and aesthetic to this year's runway, VIP lounge and special events will be Colin Thompson and his studio, Bang! Bang! Art Studio. (<http://OkBangBang.com>)

## **Official Photographer - Tim Engle Photography**

Tim Engle has joined the team as the official photographer of Sacramento Fashion Week. You'll see his work all over town on the promotional posters, flyers and other event visuals. (<http://englephoto.com>)

## **Event Photographer - Kondrya Photography**

Capturing Sacramento Fashion Week's many events including the two showcases will be Igor Kondrya of Kondrya Photography. (<http://kondryaphotography.smugmug.com>)

# 2012 Schedule

## **FEBRUARY 21** DAY 1 - LAUNCH PARTY (Free to the public)

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Kick off Sacramento Fashion Week with its exclusive Launch Party at the MIX featuring Sacramento Fashion Week members, designers, industry professionals, and other members of the community celebrating the start of Sacramento Fashion Week.

**Location:** The MIX - 1525 L St. Sacramento CA, 95814

**Time:** 6-9pm

## **FEBRUARY 22** DAY 2 - FASHION WORKSHOPS (Free to the public)

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### **Model Bootcamp**

A model training workshop open to the all member of the community and aspiring models. The workshops will teach basic model techniques including photography, runway, and posing techniques.

**Location:** International Academy of Design & Technology - 2450 Del Paso Rd. Sacramento CA, 95834

**Time:** T.B.A. (Check [sacfashionweek.com](http://sacfashionweek.com) for the latest schedule updates)

**Directed By:** Gerry Simpson, Former Instructor & Runway Choreographer of LA Fashion Week

### **The Stylist Online: Body Type Workshop**

A styling workshop open to the all member of the community, lecturing on personal styling basics. The workshop will lecture about dressing for different body types and tips on personal accessory selections using the latest styles for Spring 2012.

**Location:** International Academy of Design & Technology - 2450 Del Paso Rd. Sacramento CA, 95834

**Time:** T.B.A. (Check [sacfashionweek.com](http://sacfashionweek.com) for the latest schedule updates)

**Directed By:** Simone Vianna, Consulting Stylist for Sacramento Fashion Week & Stylist from the Stylist Online

## **FEBRUARY 23** DAY 3 - FASHION FORUM (Free to the public)

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A forum featuring eight industry professionals, each brining different perspectives and knowledge in their fields of expertise, to educate students and members of the community about different career fields within the fashion.

**Location:** Hinde Auditorium in the University Union at Sacramento State University - 6000 J St, Sacramento, CA 95819

**Time:** 6-8pm

**Forum Speakers:** Caren Templet (Designer), Hasti Kashfia (Celebrity Stylist & Editor at MODE Bay Area), Amber Collins (Talent Agent at Cast Images), Felicia Strati (Boutique Owner), Minjeong Kang (Apparel & Marketing Design Professor at CSU Sacramento), Gerry Simpson (Former Instructor & Runway Choreographer of LA Fashion Week), Sarah Kruetz (Stylist from Our Wedding Magazine), Ester Amato (Instructor of Fashion Design & Merchandising at IADT)

**Hosts:** Maria Luna (Model & Activist for the Dream Act), Mike Osborn (Comedian & Emcee for the Sacramento River Cats)

## FEBRUARY 24 DAY 4 - DESIGNER SHOWCASE

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### Designer Showcase

Sacramento Fashion Week highlights the collections of some of Northern California's premier cutting edge fashion designers. During intermission, see the best unique styles that Midtown Sacramento has to offer with special runway showcase featuring local and national celebrities styled by local boutiques.

**Showcasing Designers:** Saul Latvanen, Amanda Chan, Casey Douglas, Yennie Zhou, Janelle Cardenas, Michael Lopez, Dee Aguilar

**Location:** Elks Tower Ballroom - 921 11th Street, Sacramento, CA 95814

**Time:** 8-10pm

**Cost:** Ticket prices will be available at [sacfashionweek.com](http://sacfashionweek.com) on January 21, 2012

### Afterparty

Celebrate in true fashion at the MIX Downtown.

**Location:** The MIX Downtown - 1525 L Street Sacramento, CA 95814

**Time:** 10:30pm-2am

## FEBRUARY 25 DAY 5 - DESIGNER SHOWCASE

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### Designer Showcase

The final showcase of Sacramento Fashion Week highlights the collections of some of Northern California's premier cutting edge fashion designers.

**Showcasing Designers:** Julian Guitierrez, Hannah Kicks / Kevin Rogers, Vasily Vein, Dolene Simmalavong, Natalie Minori, Gina Kim

**Location:** Elks Tower Ballroom - 921 11th Street, Sacramento, CA 95814

**Time:** 8-10pm

**Cost:** Ticket prices will be available at [sacfashionweek.com](http://sacfashionweek.com) on January 21, 2012

### Afterparty

Close out the week dancing to your favorite tunes and cocktails!

**Location:** Lounge ON20 - 1050 20th St # 100, Sacramento, CA 95811

**Time:** 10:30pm-2am

FOR INTERVIEWS AND MORE INFORMATION, PLEASE CONTACT:

**Sarah Carballo**  
Media Relations  
916-402-3090  
[sarah@sacfashionweek.com](mailto:sarah@sacfashionweek.com)

# Logo Standards

## Correct Usage of Logo:

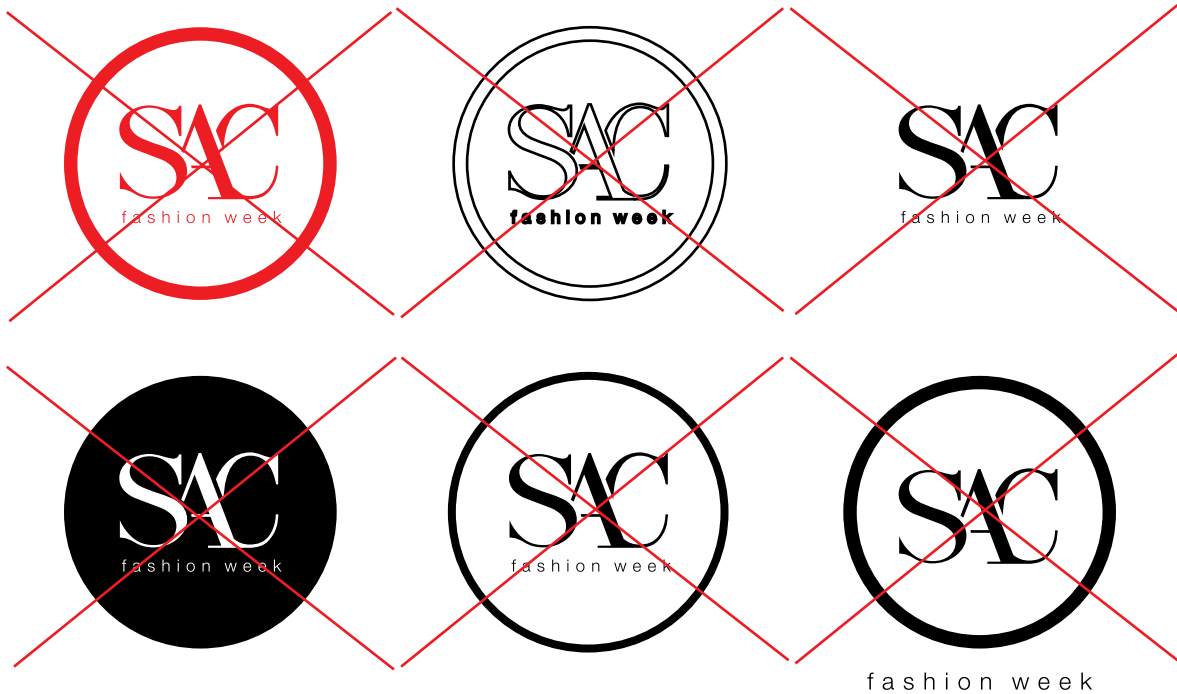


On Light Background



On Dark Background

## Incorrect Usage of Logo:



For more information about the brand standards, please email [will@sacfashionweek.com](mailto:will@sacfashionweek.com) or 916-752-6420