



D.F.W. Teen Fashion Week ®  
SEASON 2  
MEDIA ALERT

June 4, 2016

**WHO:** DFW Teen Fashion Week - an independent & diverse fashion industry event produced exclusively for Teen/Young Adults Models, Emerging Designers & Media Moguls.

**WHAT:** DFW Teen Fashion Week® is a MODEL COMPETITION and the first EVER of its kind! It's the "Oscars" of the Teen & Young Adult fashion industry focusing on empowering the youth of Dallas Fort Worth. We've combined our love for fashion & love for our youth to bring you a spectacular event!

**WHEN:** October 1, 2016 3p

**WHERE:** The Chandelier Room 1130 Dragon Street Suite #120 Dallas, TX 75251

**WHY:** DFW Teen Fashion Week® is philanthropic event dedicated to improving the quality of life and boosting positive self-image of today's teen/young adults through fashion. This fabulous red carpet event is presented by sponsored by MACY's and visionary, philanthropist and 12 year NFL Defensive End Football Star and Executive Producer Greg Ellis, owner of Play Now Studios.

We are proud sponsor of two wonderful charities. A large portion of our proceeds are donated to The Red Chair Project & the Divine Group Home for Girls This will be a memorable, life changing, ground breaking EXPERIENCE for both the teen/young adult community and fashion enthusiasts! Our models come from different backgrounds & ethnicities.

**Our Charities:**

DFW Teen Fashion Week® gives back the gift of "APPROACHING LIFE WITH CONFIDENCE & STYLE" to young ladies and gentleman everywhere. We Sponsor the following Charities:

**Divine Girls Home** is a safe nurturing and loving environment for young ladies to receive love, encouragement, education and skills to become self-sufficient in society. The owner of this organization is Beverly Chavers-Foster.

**The Red Chair Project** is a non-profit organization for Sickle Cell Awareness. The visionary behind this project is Sharonda Sikes who also is a Sickle Cell carrier. "Don't Suffer in Silence" Both of these courageous women selflessly give of themselves in order to help others, mainly our youth. It is our goal to help assist them on this journey giving back through fashion.

Our Fashion is Life Showcase features DFW Premier Designers is the largest and most dynamic convention for Teen/Young Adult Models & Emerging Designers! DFW Teen Fashion Week® is an interactive event experience built to celebrate, inform, and inspire Teen/Young Adult Models. This day will be explosive!

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