



JACKSONVILLE  
**FASHION** WEEK  
2013  
TICKETS ON SALE NOW  
[WWW.JAXFASHIONWEEK.COM](http://WWW.JAXFASHIONWEEK.COM)

BENEFITING:   



## JACKSONVILLE FASHION WEEK 2013// VOID SUGGESTED SOCIAL MEDIA CALENDER

**Void**   
MAGAZINE · TV · EVENTS · MEDIA

## **JFW SOCIAL MEDIA**

FACEBOOK: [www.facebook.com/pages/Jacksonville-Fashion-Week](http://www.facebook.com/pages/Jacksonville-Fashion-Week)

**3,900 friends**

TWITTER: @fashionweekjax// #jaxfashionweek & #JFW2013

**677 followers**

INSTAGRAM: @jaxfashionweek// #jaxfashionweek & #JFW2013

**130 followers**

PINTEREST: [www.pinterest.com/jaxfashionweek](http://www.pinterest.com/jaxfashionweek)

**25 followers**

## **JFW BENEFITING CHARITIES**



**DIGNITY  
U WEAR**  
NEW CLOTHES. NEW LIFE.

**Dignity U Wear**

BENEFITING



**Wolfson Children's Hospital**



**JDRF of North Florida**

## PRE-EVENT

### Exclusive Private Shopping Event at Saks Fifth Avenue OFF 5<sup>TH</sup>



Featuring appetizers, cocktails, designer previews, live D.J., shopping discounts and SWAG bags

**Date:** Friday March 15, 2013 6:00-9:00pm

**Location:** Saks Fifth Avenue OFF 5TH at the St. Augustine Outlets - 494 Prime Outlets Blvd #500 St. Augustine, FL

**Tickets:** \$15 at the door

\*100% of ticket sales will be donated to JFW charities

#### **Social Media Initiatives**

**FB:** Check-in at Saks Fifth Avenue OFF 5<sup>TH</sup>; include JFW charities this event is benefiting

**Twitter:** Use JFW hashtags and JFW benefiting charities hashtags. Hashtag: #jaxfashionweek #JFW2013

**Instagram:** VOID magazine in SWAG bags. Hashtag: #jaxfashionweek #JFW2013

**Sound bite:** VOID magazine is thrilled to be a part of this exclusive private shopping event at Saks Fifth Avenue OFF 5<sup>th</sup> with Jacksonville Fashion Week to benefit Dignity U Wear, Wolfson Children's Hospital and JDRF of North Florida. Come shop with us and receive exclusive merchandise discounts, cocktails, the March issue of VOID magazine and designer preview for the upcoming third annual JFW while supporting great causes. Tickets are only \$15 and 100% of tickets sales will be donated to JFW charities.

## FASHION WEEK EVENTS



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### **Industry Panel Event & JFW Kickoff Cocktail Party**

**Date:** Wednesday March 27, 2013 6:30-9:00pm

**Location:** Museum – 4160 Boulevard Center Drive, Jacksonville, FL

**General Admission:** \$10.00

Includes 1 drink, light hors d'oeuvres and admission to the Industry Panel Discussion

**Target Attendance:** 200 guests

Moderated by Charlene Shirk

Featuring Panelists:

Jenn Talley: Luxury & fashion publishing/tech professional including work as the Digital Development Editor for Teen Vogue Magazine

Elizabeth Olsen: Former creative director for Tommy Hilfiger handbags and international vegan shoe designer regularly featured in publications like such as Vogue, Elle, InStyle, WWD, etc.

Leigh Cort: National travel and lifestyle public relations professional who has worked with numerous destination resorts, restaurants and even Donald Trump himself.

Gabrielle Lynch: Designer wholesales veteran who has previously worked for Calvin Klein, Proenza Schouler, Cynthia Rowley and Vera Wang.

Sophia Olson: Former creative artist manager and current expert photo re-toucher whose clients include legendary photographers like Peter Lindbergh & Steven Meisel, Vogue (India, Italia, Espana, China, US), Elle (UK, France), Maxim, HBO, Sony Records, Harper's Bazaar (US, Arabia, UK) and more.

**Facebook:** Photo of panelists and Charlene at The Museum and Gardens. Caption that states this is the kick-off of the third annual Jacksonville Fashion Week

**Twitter:** Shout-out to panelists and Charlene. Tweet this is the first night of JFW.

Hashtag: #jaxfashionweek #JFW2013

**Instagram:** Photo of panelists and Charlene including audience. Hashtag:

#jaxfashionweek #JFW2013

**Sound bite:** VOID is proud to be a part of the JFW cocktail party and industry panel event at the Jacksonville Museum and Gardens to officially kick off the third annual Jacksonville Fashion Week! This event is moderated by Charlene Shirk and includes panelists offering their expertise and advice in all aspects and areas of the fashion industry. We will see you tomorrow night for the premiere of the JFW Accessory Showcase & Shopping Event and throughout the week at the Museum and Gardens for the best JFW yet!

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## ***NEW* Accessories Showcase & Shopping Event**

**Date:** Thursday March 28, 2013 6:30-9pm

**Location:** Museum – 4160 Boulevard Center Drive, Jacksonville, FL

*\*After-party: Black Sheep Roof-top Lounge featuring informal modeling presentation by designer Cari-Dawn*

**General Admission:** \$15

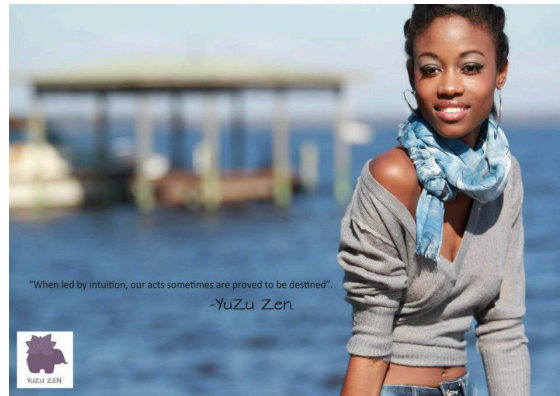
Includes 1 drink, light hors d'oeuvres and admission to the Accessory Design Showcase event

**Target Attendance:** 300 guests

### **Featured Accessory Designers (4 designers)**



**Mel Boteri-** Atlanta, Georgia



**Yuzu Zen Scarves-** Jacksonville, Florida



**Lacey B. Designs-** Pensacola, Florida



**Crystal Addiction-** Ponte Vedra, Florida

## Pop-up Shop Vendors: TBA

**Facebook:** Check-in at the Museum, tag designers featured in the first annual JFW Accessory Showcase & Shopping Event

**Twitter:** Shout out to designers and mention pop-up shop vendors. Also Tweet there is an after-party at Black Sheep Rooftop Lounge. Hashtag: #jaxfashionweek #JFW2013

**Instagram:** Runway pieces, pop-up shop vendor shopping area, after-party. Hashtag: #jaxfashionweek #JFW2013

**Sound bite:** VOID is making history tonight with Jacksonville Fashion Week at the first-ever Accessory Showcase and Shopping Event at the Jacksonville Museum. Four featured designers are presenting their pieces and guests have an opportunity to purchase the latest accessory trends from other designers as well! This is collaborative and innovative event that will have great success and become a staple of JFW. See you tomorrow night at The Museum for the Emerging Designer Showcase and Featured Designer Runway Event.

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## Emerging Designer Showcase & Featured Designer Runway Event

**Date:** Friday March 29, 2013 7-10pm

**Location:** Museum – 4160 Boulevard Center Drive, Jacksonville, FL

*\*After-party: Dos Gatos – 123 E Forsyth St Jacksonville, FL*

**General Admission:** \$35

Includes seating in General Admission Section, 4 runway shows & 1 complimentary drink ticket

**VIP Admission:** \$65

Includes Seating in special VIP Section, 4 runway shows, 2 complimentary drink tickets,

light appetizers in exclusive VIP Lounge, Complimentary Valet & JFW SWAG Bag  
**Target Attendance:** 500 guests

MCs: Face of Fox 30's Sharon Wilbur & CW's Love, Like, Want, Need host Amy West



**Sharon Wilbur**



**Amy West**

**Emerging Designer Showcase (4 designers)**

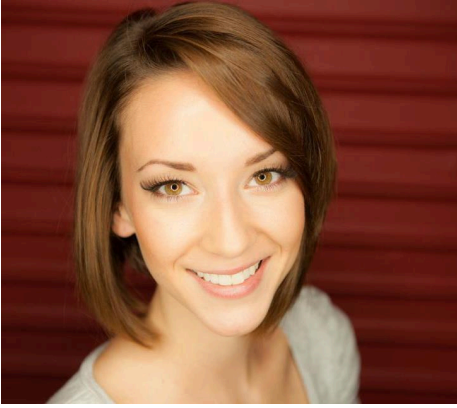
These 4 designers will compete for a \$500 cash prize



**Carla Weaver**- Orlando, Florida



**Lindsey Knox**- Jacksonville, Florida



**Katrina Parman**- Orlando, Florida



**Lorena Knezevic**- Jacksonville, Florida



**Featured Designers Runway Event (3 designers)**



**Banana Bread Baby- St. Augustine, Florida**



**Mia Merritt- Winner of the 2012 JFW Emerging Designer showcase**



**Sandra Alford**

**Facebook:** Picture of JFW Charity, Wolfson Children's Hospital, patients walking down the runway wearing Banana Bread Baby and description about the Featured Designer Runway Event

**Twitter:** Tweet MC's, emerging designers and featured designers. Also tweet that there is an after-party. Hashtag: #jaxfashionweek #JFW2013

**Instagram:** MC's, emerging designers and featured designers (especially Banana Bread Baby models/ Wolfson Children's Hospital patients). Hashtag: #jaxfashionweek #JFW2013

**Sound bite:** VOID is truly a part of something special tonight! On the third night of the third annual, Jacksonville Fashion Week, four Floridian emerging designers are sending their designs down the runway in hopes of winning the \$500 cash prize and title of JFW 2013 "Emerging Designer Showcase" winner. FACE of FOX 30 Sharon Wilbur and Love, Like, Want, Need host Amy West are M.C.'s for tonight's back to back shows. Three of JFW's featured designers are also having their designs hit the runway! We will see you at Dos Gatos for the after-party and tomorrow night for the last night of JFW 2013. It will certainly end with a bang!

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## **Featured Designers Runway Event (5 designers)**

**Date:** Saturday March 30, 2013 7-10pm

**Location:** Museum – 4160 Boulevard Center Drive, Jacksonville, FL

*\*Official JFW Wrap Party immediately following on-site 10pm-12am*

**General Admission:** \$35

Includes seating in General Admission Section, 5 runway shows, 1 complimentary drink ticket and admission to JFW Official Wrap Party immediately following the event on-site

**VIP Admission:** \$65

Includes Seating in special VIP Section, 5 runway shows, 2 complimentary drink tickets, light appetizers in exclusive VIP Lounge, Complimentary Valet, JFW SWAG Bag and admission to JFW Official Wrap Party immediately following the event on-site

**Target Attendance:** 500 guests

MC: Anna – Co-host of 95.1's The Big Ape Morning Mess



**Anna**

**Featured Designers**



**Chabri**



**Xempt**



**Lisa Kaminski**



**Erin Healy Designs**



**Hutch**

**Facebook:** Photo of JFW Featured Designer Runway Event, and thank you caption from JFW for all those who participated and attended JFW 2013

**Twitter:** Tweet to Anna and featured designers. Hashtag: #jaxfashionweek #JFW2013

**Instagram:** Anna, Featured Designers Runway Event, wrap-party at The Museum.

Hashtag: #jaxfashionweek #JFW2013

**Sound bite:** VOID would like to congratulate Jacksonville Fashion Week on the best JFW yet and thank the sponsors, the designers, and most importantly, all the guests who attended JFW 2013 to support local designers and benefit Dignity U Wear, Wolfson Children's Hospital, and JDRF of North Florida. Shout out to The Jacksonville Museum and Gardens for hosting this year's JFW, now let's celebrate with an incredible wrap-party. Be sure to catch a re-cap of JFW in May's edition of VOID and grab VOID's April swimsuit edition coming out on the first! See you all at the VOID Salt Life Swimsuit Fashion Show on Thursday, April 4<sup>th</sup> and of course at Jacksonville Fashion Week 2014!!

***\*Please Note***

- Cash bar and valet service will be available at all events
- On-line ticket presales will end at 10am the day of each event. If events are not sold out yet, tickets can still be purchased at the door on-site at the event but prices will go up
- All Access Fashion Pass [BEST VALUE] tickets are available - sale ends March 26, 2013

**General Admission: \$85**

Includes admission to Industry Panel event, Accessory Designer Showcase event, General Admission Level Access to Runway Shows 3/29 & 3/30 and admission to the JFW Official Wrap Party on 3/30 immediately following the runway event on-site

**VIP Admission: \$145**

Includes admission to Industry Panel event, Accessory Design Showcase event, VIP Level Access to Runway Shows 3/29 & 3/30 and admission to the JFW Official Wrap Party on 3/30 immediately following the runway event on-site