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SCOTTSDALE FASHION WEEK ANNOUNCES 2010 FINALISTS FOR DESIGNER OF THE YEAR

Finalists will compete at SMOCA's Fall Opening Celebration on Oct. 8

PHOENIX, Ariz. (Sept. 21, 2010) – Scottsdale Fashion Week (www.scottsdalefashionweek.com), Arizona's ultimate fashion celebration, announces the 10 finalists for the Designer of the Year Competition.

- Coleccion by Alma Salaz
- DLCouture by Danell Lynn
- Iuk iuk by Alina Samasiuk
- Jennyvi Dizon
- Lesage by Kate Lesage
- Nostalgic Boutique by Rebecca Turley
- Punkouture by Trish Martin
- Shantidas, LLC by Shantidas Contu-Owen
- Siobhan by Elizabeth Albert
- Tiffe Fermaint

Industry judges Nicole Bissing, Department Chair for Fashion Design and Merchandising, BFA Program at Collins College; Robert Black, former director of FORD / Robert Black Modeling Agency and owner of vintage boutique Fashion by Robert Black; Joy Li, Scottsdale based Fashion Designer and Southbridge/Waterfront Boutique co-owner; and Sherry Sklar, President of Phoenix Art Museum's Arizona Costume Institute and illustration and design instructor at Mesa Community College, selected the 10 finalists based on originality, construction, functionality and marketability.

"Each of the finalists selected for this year's competition represent the best of local designers and fashion," said Angela Johnson, event coordinator and past finalist of Designer of the Year. "The Designer of the Year competition is an incredible platform for established designers to be recognized, and we are excited by the high level of talent involved this year."

The 10 finalists will compete at the Scottsdale Museum of Contemporary Art (www.smoca.org, SMOCA) Fall Opening Celebration on Oct. 8, 2010. The museum opening will take place from 6:30 to 9 p.m. and the Designer of the Year fashion show will start at 9 p.m. with dance vignettes from the "Catwalk" series by Scorpius Dance Theatre. The Designer of the Year show and the SMOCA Fall Opening Celebration is free for attendees.

The winning designer will be featured as the opening show on Friday, Nov. 5, 2010 in the Main Stage tent, which includes an 80-foot runway and 500 V.I.P. seats. The winner will share the stage with Kevan Hall, Lloyd Klein, Katharine Kidd and Luca Luca.

About Scottsdale Fashion Week 2010

Scottsdale Fashion Week is Arizona's ultimate fashion celebration. The high-energy event celebrates fashion, lifestyle and fun. Up-and-coming designers join the runways with nationally and internationally renowned names.

Scottsdale Fashion Week 2010 will take place Nov. 4 – 6 at the Scottsdale Fashion Square Drive (North of Barney's). The Saturday evening line-up will be brought to attendees by Scottsdale Fashion Square. Scottsdale Fashion Week proudly supports charities and is pleased to work in cooperation with the Junior League of Phoenix (www.jlp.org). The Junior League of Phoenix will receive half of the proceeds from each ticket sold to the week's events to support its mission—including early childhood education and development, nonprofit & leadership training, promoting voluntarism in the Valley and more. For additional information please visit www.scottsdalefashionweek.com.

Scottsdale Fashion Week is sponsored by Scottsdale Fashion Square. Designer of the Year is in collaboration with Scottsdale Museum of Contemporary Art (SMoCA).

About Scottsdale Museum of Contemporary Art (SMoCA)

Immerse yourself in the unexpected: SMoCA is a museum where contemporary art and culture intersect as a form of education, communication, entertainment – and endless fascination. As the only museum in Arizona solely devoted to the art, architecture and design of our time, we support the artists of today—the potential Picassos and Frank Lloyd Wrights of tomorrow. Carefully selected work, often created specifically for SMoCA, is presented through changing exhibitions in a stunning building designed by renowned architect, Will Bruder. A visit to the campus is a chance to have it all: experience the James Turrell viewing chamber, one of only a handful of public “skyspaces” in the world, rolling park greens filled with award-winning public art, an adjacent performing arts center, a gallery dedicated to children's art and two unique gift stores for shopping.

To learn more about Scottsdale Museum of Contemporary Art, visit SMoCA.org, or call (480)-874-4666.