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FOR IMMEDIATE RELEASE

Orlando Fashion Week Event Announcement: A Spectacular Showcase of Fashion and Beauty Unveiled at Orlando City Hall Rotunda

Orlando, FL - July 11, 2023 - Orlando City Hall in the Rotunda will be the stage for the highly anticipated Orlando Fashion Week Event Announcement on August 1, 2023, at 6 pm. We are thrilled to invite all media and news outlets to join us for this momentous occasion, which promises to unveil an extraordinary schedule of events and activities.

We are privileged to have the presence of esteemed officials from Mayor Buddy Dyer's Office of the City of Orlando: Reginald B. McGill Constituent Services Director, Commissioner Regina Hill of District 5, and Luis M. Martinez-Alicea, Deputy Manager of Multicultural Affairs and International Relations, with special thanks to Orlando Mayor Buddy Dyer. Their support and attendance underscore the significance of this event within the Orlando community.

The Orlando Fashion Week Event Announcement marks the beginning of an exciting season in the fashion industry. This exclusive event will introduce a remarkable lineup of participants, including esteemed sponsors, dedicated supporters, talented fashion designers, captivating models, brilliant artists, and distinguished dignitaries. Together, they will create an unforgettable fashion extravaganza that celebrates diversity, equity, and inclusion.

We are proud to announce the formation of the Orlando Fashion Week, also known as Orlando International Fashion Week, a nonprofit organization with a mission to enhance international tourism to Florida through entertainment and education while enriching all aspects of the fashion industry. By emphasizing diversity, equity, and inclusion, we aim to create a platform that showcases the vibrant tapestry of talent within the fashion community.

Orlando Fashion Week is thrilled to announce its exciting partnership with the renowned Aveda Institute Orlando, recognized for its exceptional beauty education programs. This collaboration adds a new dimension to the official event schedule, uniting fashion and beauty education. Demonstrating our commitment to nurturing talent, promoting creativity, and elevating the fashion and tourism industry in Orlando, the partnership will showcase the skills of Aveda Institute Orlando students in hair design, barber services, and cosmetics. Orlando Fashion Week will also proudly present the prestigious Cosmetology & Barbering Scholarship, offering financial support, networking opportunities, and mentorship to select students attending the institute. As a pre-event, the Aveda Institute will host a captivating beauty showcase, further enriching the immersive experience of Orlando Fashion Week.



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During this Event Announcement at Orlando City Hall Rotunda, attendees can expect the following highlights:

- Announcement of the Orlando Fashion Week Schedule: Be the first to witness the exciting runway shows, presentations, exhibitions, workshops, and other captivating events that will make up this year's Orlando Fashion Week.
- Introduction of Participants and Fashion Designers: Meet the talented individuals who will showcase their innovative designs, push boundaries, and set trends in the fashion world.
- Unveiling of Models and Artists: Get mesmerized by the stunning models who will bring the designs to life on the runway and the exceptional artists who will add their creative touch to the event.
- Acknowledgment of Sponsors and Supporters: We extend our heartfelt gratitude to our generous sponsors and dedicated supporters, whose contributions have made Orlando Fashion Week possible. Their collaboration ensures a memorable and successful event.

Please reply to confirm your attendance.

We look forward to welcoming the media and news outlets to the Orlando Fashion Week Event Announcement on August 1, 2023, at Orlando City Hall Rotunda. Don't miss this opportunity to witness the unveiling of a truly extraordinary fashion and beauty extravaganza.

For media inquiries and additional information, please contact:

Nayrouz Olarte, Chief Executive Officer, admin@orlandofashionweek.org

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About Orlando Fashion Week:

Orlando Fashion Week (also known as Orlando International Fashion Week) is a nonprofit organization dedicated to enhancing international tourism to Florida through entertainment and education while enriching all aspects of the fashion industry. By highlighting diversity, equity, and inclusion, Orlando Fashion Week aims to create a platform that celebrates talent and fosters growth within the fashion community.

About The Aveda Institute of Orlando:

The Aveda Institute of Orlando is a renowned beauty education institution committed to providing exceptional training and nurturing talent in the beauty industry. With a focus on



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creativity and innovation, The Aveda Institute of Orlando prepares students to excel in their careers and make a lasting impact in the beauty and fashion world.

This is an event you do not want to miss—a night where fashion takes center stage and the who's who of the industry comes together to celebrate style, innovation, and creativity. Save the date—November 1st—for an unforgettable kickoff party that marks the beginning of Orlando Fashion Week!

Tickets will be available soon, so stay tuned for further details. Get ready to immerse yourself in high fashion and experience an evening filled with glamour, inspiration, and excitement. We can't wait to welcome you to the Orlando Fashion Week Kickoff Party!

Please visit our website or follow us on social media for more information and updates.

Social Media Handles:

- Facebook: @ orlandofashionweek
- Instagram: @ orlfashionweek
- Twitter: @ orlfashionweek

#OrlandoFashionWeek #FashionForward #OrlandoCityHallRotunda