

Rejuvenating the Fashion Industry

During the first week of April, Chicago hosted one of the most anticipated events of 2006 in the fashion industry. Chicago Fashion Week featured a multitude of the most cutting edge designers within the city's limits and successfully provided a platform to mold, incorporate and rejuvenate the fashion industry in the Midwest.

From March 31- April 7, top couture creators, including James de Colon, Calvin Tran, Bynum and Bang, Custo Barcelona, and Laurie Wildman, showcased their 2006 Spring and Summer collections at a variety of fashion shows that were held at some of Chicago's most popular, premier locations. Event venues included, Millennium Park, Park West Theater and the Drake Hotel.

Friday, March 31 kicked off the event with a Grand Opening Cocktail party that was held at LEVEL- Chicago Night Club, located at 1045 N. Rush. Partygoers got a chance to meet designers and there was also a media reception.

Chicago Fashion Week was organized by MW Productions, a diversified company that is comprised of four subsidiaries: Consulting Music, Newsroom

and Fashion and Style, that act as independent companies. MWP has over nine years experience in strategic marketing, branding, event marketing and public relations.

"We develop, manage, and implement very original ideas that produce measurable results. Our inventive marketing strategies and tactics keep companies at the forefront of competition," states MWP's website. "We bring a vast practical knowledge and a can-do approach to setting up integrated marketing/sales programs, and have a solid performance record developing programs from the ground up ... ones that motivate the sales force, the retailer, and the final consumer."

Chicago Fashion Week gave emerging designers a priceless opportunity to introduce their collection to international buyers, media, fashion houses and celebrities.

