



BEFORE YOU
know it
IT'S HERE.



"

FASHION WEEK SAN DIEGO®

HAS BECOME A HUGE EVENT IN OUR COMMUNITY.

It's important to the city of San Diego
on a couple fronts. It brings tourists to San Diego.

FASHION WEEK SAN DIEGO IS HELPING TO
build our economy, create jobs and educate young people.

THE CITY OF SAN DIEGO IS PROUD TO
HAVE THIS EVENT IN OUR COMMUNITY.

"

—TODD GLORIA

President of San Diego City Council



INTRODUCTION

FASHION WEEK SAN DIEGO®

IS AN ANNUAL BI-NATIONAL FASHION WEEK
launched in 2007. Designed to grow the San Diego
retail industry by SHOWCASING, SUPPORTING,
and highlighting the pulse of these
EMERGING ENTREPRENEURS AND THEIR CREATIONS.

FWSD is a traditional fashion week
FEATURING LOCAL AND INTERNATIONAL DESIGNERS.

FASHION WEEK SAN DIEGO® IS ALWAYS THE FIRST
WEEK OF OCTOBER. OUR 2015 BIG WEEK IS SLATED
FOR SEPTEMBER 28TH TO OCTOBER 4TH
in La Jolla, California.

Two women with blonde hair, wearing large, ornate earrings and yellow and black striped dresses, are shown from the back, looking towards the center. The background is dark and slightly blurred.

THE GOSSIP

“ FWSD® events deliver innovation and creativity and are a great opportunity to catch a glimpse into the latest trends

THEY PROVIDE A MAJOR
SPRINGBOARD TO DISCOVERY
AND SUCCESS.

It was a great event to get a taste of the great things to come from the art, design, and fashion scene in San Diego.

THE STYLES LEFT YOU
WANTING MORE!

THE FOUNDER + DIRECTOR

ALLISON ANDREWS



Allison Andrews is also the President of APA Business Consulting and Executive Director of FAB Authority.

In 2005, prior to launching FWSD, Andrews founded APA Business Consulting, a consulting firm that supports startups and entrepreneurs with business, brand development, marketing, and sales strategies.

In 2015, She also launched the FAB Authority, a non-for-profit organization, providing resources and events for emerging artists, designers, and beauty industry professionals.

In addition to her full-commitments with FWSD, APA Consulting, and the FAB Authority, Andrews serves as board member for Rancho Coastal Humane Society & Art for Barks, and is a volunteer and donor for Love on a Leash pet therapy and St. Paul's Senior Homes and Services.

She holds an A.A in Merchandise Marketing from FIDM and a B.S in Organizational Leadership from National University.

"An influential fashion entrepreneur, impactful public speaker, and devoted philanthropist."



DESTINATION: SAN DIEGO

SAN DIEGO PLAYS A KEY ROLE
in the fashion industry.
The city is one of the top 10 visitor
& meeting destinations within the U.S.

- 8th largest city in the U.S for highest employment rate for fashion designers, models and merchandisers.
- 1990-2007: employment in family clothing stores increased by 97.2%
- 2010: San Diego households spent an average, \$1,700 a month on items in the industry.
- San Diego's proximity to Mexico allows for an economical and competitive option for manufacturing opportunities.



FACTS + STATS

HIGHLIGHTING THE FASHION & BEAUTY INDUSTRY IN OUR COMMUNITY IS A KEY GOAL OF FWSD®

- FWSD® is the only traditional privately owned Fashion Week in the U.S recognized by the industry.
- FWSD® has had over 20,000 attendees during our week October fashion shows.
- Our designers are a diverse mix of local, national and international talent.
- More than 30% of the FWSD® audience are out of town buyers, press, and industry personnel.
- The only Bi-National Fashion Week in the U.S.
- In 2012, FWSD® had the second most media impressions in San Diego next to Comic Con.
- In 2013, FWSD® received 2 proclamations making the 1st week of October the official Fashion Week in San Diego.
- FWSD® has helped designers get into NYC Fashion Week, national magazines, TV opportunities, showrooms and several retails.

OUR EVENTS



FWSD IS NOT A WEEK. It's a whole YEAR!

Kicking off the year with the Spring Showcase in MARCH

1 to 2 smaller events each month from APRIL to SEPTEMBER

Leading up to the runways shows in OCTOBER!



at a glance



CLICK HERE
to view pictures
from past events



FASHION WEEK SAN DIEGO®
LOOKS FORWARD TO YOUR
SUPPORT IN 2015!

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