



Suite 38A • Dunrobin Ct • 6 Dunrobin Ave • KGN 10 • Jamaica • Tele-Fax • 969-9645/9693829

STYLE WEEK JAMAICA '09
KINGSTON GETS GLITZIEST IMAGE MAKE-OVER EVER!
RECOMMENDATION FOR KEYS TO THE CITY AWARDED TO JAMAICA'S BIGGEST FASHION ICONS

STYLEWEEK JAMAICA 2K8 was a resounding success. The internationally acclaimed **FASHIONBLOCK** lived up to expectations and re-affirmed its status as the Caribbean's premier fashion moment. I express my profound gratitude to your organization for your support.

The 2K9 edition of STYLEWEEK JAMAICA is scheduled to unfold May 28-31, 2009. This year, the event takes on a more powerful global significance as the organizers have decided to honor four timeless Jamaican fashion icons. They will be presented with the NEW MILLENIUM FASHION ICON AWARD at the first official JAMAICA STYLE AWARDS to be held during STYLEWEEK JAMAICA. The awardees are:

- **Grace Jones** (movie star and fashion icon)- whose timeless androgyny (created by Chris Blackwell) has made an indelible impression on the world of fashion, music and film. Grace is now enjoying a resurgence on the global platform and this is a perfect time and offers great opportunity for Jamaica.
- **Sheryl Lee Ralph** (a Jamaican who made Hollywood stop and take notice with her talent, classic beauty, and musical talent. Over the last two decades she has been a shining Jamaican beacon
- **Naomi Campbell** (born to a Jamaican mother, this timeless supermodel has gone to unrivalled levels of the fashion industry and is considered one the most successful models in history.)
- **Tyson Beckford** (born to Jamaican parents, he is still considered the ideal of a black supermodel. Since appearing as the face of Ralph Lauren, no other black male model has achieved his level of commercial success.
- **Walter Chin** (a Jamaican-born Chinese photographer who is considered one of the world's best fashion photographers. His clients include Victoria Secrets, Sports Illustrated, GQ)

EVENT PROFILE

With the tastemakers and influencers who make up the fashion elite, celebrities, members of the press and Jamaica high society all under one roof for over a week, STYLE WEEK JAMAICA(SWJ) is a veritable marketing paradise. For companies looking to market and differentiate their products/services or boost/strengthen brand image, STYLE WEEK JAMAICA sponsorship is the golden ticket. SWJ (SWJ) offers a strong platform for sponsors to offer its premium customers fashionable lifestyle experiences and a range of other exclusive benefits. Special fashion promotions can be tailored to suit your marketing objective over a **four** month period-March-June 2008. SWJ has introduced a strong development component, initiating workshops conducted by faculty from the world renowned Parsons School of Design at SWJ '06. For 2008 that development component will be further strengthened with a longer schedule of workshops.

EVENT BACKGROUND

Over the last four years, the SAINT INTERNATIONAL organized STYLE WEEK JAMAICA has evolved as Jamaica's most prestigious fashion event. The event has seen a live audience of 30,000 people passing through all events from the launch event FASHIONBLOCK MOBAY to the three show nights of the week-from Resort Collections to the blockbuster FASHIONBLOCK KINGSTON. **SWJ is the singular platform from which Jamaica's leading designers and new talents launch their newest concepts for the next fashion season.**

The event has been featured in high-end international fashion media such as V Magazine, the JC Report, Fader.com, Pride Magazine (UK) and other publications. Throughout this period, the event has enjoyed the presence of top rated international designers from Paris including Gaspard Yukievich and Juley Bet; New York such as Abaete and South Africa such as Mark and Michael and more recently

Professor Andrew Ramroop of London's famous Saville Row. This makes STYLE WEEK Jamaica the leading international fashion showcase in the Caribbean. This provides an international context for Jamaica's best designers (who work exclusively with Style Week Jamaica). Since last year, STYLE WEEK JAMAICA enjoys exclusive collaboration with faculty members from the internationally renowned **Parsons New School of Design**. This year, organizers have registered interest of designers from New York, London, Paris, Belgium, Denmark, Spain, Los Angeles, Barbados, St. Kitts & Nevis, St. Vincent and The Grenadines, Guadeloupe, Amsterdam and Belgium who wish to showcase at the event.