

*****FOR IMMEDIATE RELEASE*****



ASPEN FASHION WEEK 2011

Aspen, CO (FEBRUARY 2011) – Aspen, home to winter luxury, announces the 3rd annual Aspen Fashion Week (AFW) will take place from March 13th to 16th, in various locations around the town.

Aspen Fashion Week is a destination fashion event, designed to showcase and market winter resort, ski and technical outerwear in the home and playground of the most stylish (mountain) winter town. With daily après ski fashion shows, in-store presentations, on mountain events and late night fashionable soirées, AFW 2011 will continue to be the hottest fashion, lifestyle and consumer event to hit the Rockies.

“Aspen Fashion Week has an intensely exciting schedule this year and an amazing follow up to last year’s event,” says founder Lisa Johnson, “ We’re looking forward to an exciting future with the event becoming stronger each year.”

The runway events will kick-off with Jean-Charles de Castelbajac (JCC) + Rossignol, where Jean-Charles will present his 2011/2012 collection straight from Paris Fashion Week. The collection combines high quality, technically advanced ski wear with a fun fashionable charm. Jean-Charles, the master of creativity, in collaboration with Rossignol has created the most technically advanced, fashion forward line to hit the slopes.

KJUS is again showing their collection on the runway along with Authier, Dannenmann-Pure, and Obermeyer. NUMBER: Lab and Neve Designs are showing for the first time. Boutique events include Theory, Dannenmann-Pure, WESC, Arianna Zurcher and Hallie Sara.

FEED will serve as the official charitable partner for the second year in a row, and founder, Lauren Bush, will host an event at Ralph Lauren, in conjunction with The FEED Foundation. Aspen Film will present a special screening of the new film, 'Bill Cunningham New York', a documentary about the famed New York Times photographer.

In collaboration with the Aspen Institute, Aspen Fashion Week is hosting its first dialogue on fashion- "Off The Rack", a conversation with internationally acclaimed Paris-based fashion designer, Jean Charles de Castelbajac, FEED founder Lauren Bush, and Massimo Redaelli, former head of IMG Fashion Europe and developer of Berlin, Moscow, Mumbai Fashion Weeks. This public dialogue will discuss relevant and timely topics on the global impact of fashion on entertainment, philanthropy, commerce and culture.

Heidiskis will again serve as the official ski partner, producing one of a kind skis and presenting opportunities to ski with founder, Heidi Blum. William Grant & Sons and their family of spirits will serve as the official spirits partner. Kerastase will serve as the official hair partner and Matthew Morris will lead the hair styling team for the shows. Kerastase will collaborate with FHI Heat styling tools and their featured stylist Neeko. Kerastase and FHI Heat will provide styling and promotions all week.

Media partners include Conde Nast Traveler, Aspen Peak, Aspen Magazine and Plum TV. Plum TV will be on site producing daily live content that will include interviews with VIPs, celebrity designers, and editors (as experts in their field). Hotel partners include The Sky Hotel, St. Regis Aspen Resort, Aspen Meadows Resort, Hotel Aspen, The Molly Gibson and Frias Properties. The Residences at The Little Nell is a preferred partner as well.

ABOUT FEED:

FEED Projects began in 2007, with the creation of Lauren Bush's FEED 1 bag and with the simple mission of creating good products that help FEED the world. Every product sold has a measurable donation attached to it, and thus far FEED has been able to donate more than \$6 million to help support nutrition programs around the world through the United Nations World Food Programme and UNICEF. The FEED collection is available online at www.feedprojects.com and includes bags, tshirts, bracelets, scarves, and teddy bears, along with many other accessories. In addition, the FEED Foundation is the non-profit arm of FEED Projects and is dedicated to raising awareness about the importance of food security and healthy school meals for everyone around the world. For more information, please visit www.feedprojects.com and www.thefeedfoundation.org.

ABOUT ACF:

The Aspen Community Foundation (ACF) builds philanthropy and supports nonprofit organizations by connecting donors to community needs, building permanent charitable funds and bringing people together to improve the quality of life throughout the Roaring Fork and Colorado River valleys. The Aspen Community Foundation was named Aspen Chamber Resort Association's 2010 Nonprofit of the Year.

ABOUT WILLIAM GRANT & SONS:

Founded in 1964, William Grant & Sons USA is a wholly-owned subsidiary of William Grant & Sons, Ltd. and features one of the fastest growing spirits portfolios in the USA with brands including Glenfiddich, The Balvenie, Hendrick's Gin, Sailor Jerry Rum, Tullamore Dew Irish Whiskey, Milagro Tequila, Stolichnaya Vodka, Grant's, Hudson Whiskey, Clan MacGregor, Reyka Vodka, Solerno Blood Orange Liqueur, Lillet, Licor 43, Art In The Age, The Knot and BOLS cordials. The company has offices in New York City (sales and marketing) and Edison, NJ (bottling and warehouse facilities). For more information on the company and its brands, please visit www.grantusa.com.

Official schedule of events and additional brand confirmations to follow.

www.aspenfashionweek.com

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