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**FOR IMMEDIATE RELEASE
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DOWNTOWN DAYTONA BEACH TO HOST FASHION WEEK ON THE BEACH 2017

DAYTONA BEACH, Fla. – High fashion will come Downtown for three days of fun at Fashion Week on the Beach 2017.

The Riverfront Shops of Daytona Beach will host the event Friday, April 21 through Sunday, April 23, 2017. The festivities will include a fashion show, unique merchants, live music, art, parties, special presentations, and more at this stylish event presented by Kimiko Productions.

Friday, April 21 Events

The weekend will kick-off with two presentations on Friday afternoon. Participants can learn branding tips at the “Southern Brand” presentation by Kate Campbell from 12 p.m. to 1:30 p.m. at Sweet Marlays’ Coffee, 214 S. Beach Street. Then, blogger and fashion stylist Cristina Cellini will discuss contemporary couture at her “A Day in the Life of Cristina Cellini” event from 2 p.m. to 3 p.m. at Cinematique Theater, 242 S. Beach Street. Friday’s activities will continue with the Riverfront Fashion Market, where visitors can browse a diverse selection of designer and apparel vendors from 2 p.m. to 7 p.m.

As the sun sets on Friday, the Fashion Week activities will only be beginning. The Rhythm and Fashion in the Alley event will offer a fusion of fashion music and art, including the emerging designers showcase, in Federal Alley next to Sisters Décor & More. Recording artists Katie Steel, Jakia and others will perform, along with music from C Style Entertainment, and art by Artist Perego/Art Army and Shy of Peace Art. Rhythm and Fashion attendees are encouraged to come in white, and leave in vibrant color with painted clothing

Friday evening will bring the upscale allure of the Posh Fashion Lounge from 7 p.m. to 11 p.m. at Wine-Me, 204 S. Beach Street. The Posh Fashion Lounge will showcase designers Moxie Vintage, Kimiko, Scarlie Paul, Klassy Kouture, Kaseema, a swimwear designer, emerging designers, and more. Drinks and hors d’oeuvres will be served, artist Martin will create live art,

and Hanni and C Style Entertainment will set the mood with music. Tickets for this decidedly posh experience are \$25 and available from Eventbrite.

Saturday, April 22 Events

Saturday brings family fun to Fashion Week with fashion shows for children and puppies alike. The day will begin with the Puppies Rule the Runway doggie couture show hosted by Brownie's Dog Boutique, 228 S Beach Street, from 10 a.m. to 12 p.m.

The Kids Rock Fashion Showcase will then be held in Federal Alley, next to Sisters Décor & More and will showcase the latest in children's fashion from 1 p.m. to 2 p.m. This event is sponsored by GUESS Clothing & Rhokkoh's Frozen Yogurt. A Judging Contest for Brother Emerging Designers and music from C Style Entertainment will follow from 3-4 p.m.

Continuing from 12 p.m. – 7 p.m., with The Rhythm and Fashion in the Alley event offering music by C Style Entertainment, line dancing and performances by recording artist, Jakia, all located in Federal Alley next to Sisters Décor & More.

The Riverfront Fashion Market will also return on Saturday from 10 a.m. to 4 p.m.

Sunday, April 23 Events

The weekend's events will conclude in grand style with the Fashion Week on the Beach Fashion Breeze 2017 Finale from 5 p.m. to 10 p.m. at the Marina View Event Center, 125 Basin Street. The celebration will feature a runway fashion show from designers Inna Rudenko (Orlando), Scarlie Paul (Orlando), Pam Botello (Kissimmee), Kimiko (Daytona Beach), Yong Lin (Orlando), Shabar (Deltona), and AJ Reese Clothier (Jacksonville), and Takayah-Ai-N (Orlando, FL) Attendees will also enjoy a cocktail party and live music by C Style Entertainment.

Tickets for Sunday's event cost \$45 for regular admission. Tickets can be purchased from Eventbrite or Fifi's Salon. Also available are VIP tickets for \$65, six-seat VIP tables, and Fashion Week on the Beach 2017 all access passes for \$75.

Visit RiverfrontShopsOfDaytona.com for a link to Eventbrite ticket sales for Fashion Week on the Beach, as well as more information on Downtown Daytona Beach events and activities. For ticket sales and additional info, contact Kim Moten/ Fashion Week Director.

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Please direct media inquiries to Jason H. Jeffries, Project Manager at the City of Daytona Beach Redevelopment Office, at 386-671-8183 or jeffriesj@codb.us.