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WINNER OF AMERICA'S NEXT TOP MODEL 2010 KRISTA WHITE TO HOST MIDSOUTH FASHION WEEK COMING TO MEMPHIS IN OCTOBER

Memphis, Tn. (August 3, 2010) – Krista White America's Next Top Model 2010 will host MidSouth Fashion Week. Recently signed by Cover Girl Cosmetics, Krista was featured in a six-page spread in Seventeen Magazine and awarded a prestigious contract with the world renowned agency Wilhelmina Model Management of New York. The model states she is proud to participate in this event, and to work with noted designer - and fellow Arkansas native - Korto Momolu.

MidSouth Fashion Week will debut [September 30-October 3, 2010](#) in Memphis, Tennessee. This spectacular anticipated annual event will take place in historic downtown Memphis at the Cook Convention Center. The event will present magnificent collections and designs of such high profile celebrity fashion designers from Lifetime and Bravo TV's Project Runway. Designers expected to showcase their creations include: Korto Momolu, Gordana Gelhausen and Jerell Scott.

MSFW will feature a workshop/seminar, including a panel discussion that will highlight the business side of fashion, and includes a program of emerging and established accessory designers. Participants will have the opportunity to network with retail buyers, fashion editors, media experts, manufacturers, and brand marketing consultants. Guests will learn how to pitch their designs to various outlets.

MSFW will attract celebrity publicists, makeup artists, and stylists who are looking to dress their clients for that next great red carpet moment! Jackie Thomas of Lauderdale

Media boasts, “I am personally very excited to be introducing this kind of fashion event to Memphis. I grew up here; my company is named after the street that I grew up on! I’m often asked about the name of my company, it’s simply my way of thanking GOD and acknowledging his grace and mercy in my life. I’ve always wanted to share some of my professional experiences with Memphis and I know everyone will enjoy the spectacular experience and glamour of the fashion world”.

Jackie Thomas will give a radio interview on August 4, 2010 with Sharvette Mitchell to further expound on this extravaganza.

For more information about this exciting fashion summit, please visit www.midsouthfashionweek.com.

Please Note: Names of participating designers and panelists are subject to change without notice

MEDIA INQUIRIES

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