

The House of  
Sofia Couture

AC  
FW  
ATLANTIC CITY FASHION WEEK

# Atlantic City Fashion Week September 14, 15 & 16, 2023

Jay Matthews Photography

M  
E  
D  
I  
A  
Kit



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

Contact Information: Lamont D. Bowling, Executive Producer  
Telephone Number: 800.407.9041 ext 0  
Email: AtlanticCityFashionWeek@yahoo.com  
Website: www.AtlanticCityFashionWeek.com

### **Atlantic City Fashion Week Returns to the Terminal Convention Center at the Showboat Hotel**

Atlantic City, NJ (April 5, 2023) -- Celebrating season twenty-two, Atlantic City Fashion Week (ACFW) makes its triumphant return to the Showboat Hotel.

ACFW will have five in person events, September 14, 15 & 16, 2023 with their high-end, “New York Style” fashion show. There will be several events happening in Atlantic City and South Jersey that will feature local designers, lecture series and Pop-Up Shops.

Thursday, marks the return of the Atlantic City Fashion Week Awards. Celebrating fashion world’s top models and designers. We will also have a runway fashion show featuring children’s designers from across the region. Models from ages five to twelve years of age walk the runway in ready to wear and couture children’s collections.

On Friday, will feature two runway fashion events at the Showboat Hotel. Designers, Retailers and Boutiques from across the region will showcase Ready to Wear, Sports and Athletic wear.

On Saturday, we will showcase Couture and Avant Garde creations and boast an international list of designers including couture designer, Sofia Davis and Veronica Adamo.

Each event will feature an array of vendors that will feature clothing and accessories and an opportunity to be photographed on the Atlantic City Fashion Week Red Carpet.

Tickets for Atlantic City Fashion Week start at \$70 for general admission and can be purchased on our website at [www.AtlanticCityFashionWeek.com](http://www.AtlanticCityFashionWeek.com). Additional information about model casting, VIP seating or press credentials can be found on our website.

Atlantic City Fashion Week is presented by KingBee Media LLC and fashionSTYLE Magazine. Atlantic City Fashion Week is a week-long fashion industry event that will include a lecture series, runway fashion shows, vendor exhibitions, and pre-networking event for VIP guest. ACFW is held three times a year in Atlantic City and is attended by thousands of VIPs, press and fashionable attendees.

\* \* \* \* \* \*



# Commitment to Education



We at  
Atlantic City Fashion Week  
enjoy the opportunity to give back and  
work with young adults throughout the  
local fashion community. We have a  
working relationships with local high  
school, secondary and  
trade schools,  
Colleges and Universities.  
Our fashion week features students from  
Harcum College  
Brookdale College  
The Art Institute of Philadelphia  
Atlantic County Institute  
of Technology,  
Lacey Township High School,  
Shore Beauty Academy  
and the  
Aveda Rizzieri School.

By engaging in Atlantic City Fashion  
Week, students are now receiving credit  
toward their curriculum.



Highlights from past seasons....

gerald triglia 2017

© Kristina Mercado @krisartsee

JBMSI PHOTOGRAPHY  
www.jbms1photography.com

Photo by: Hank Pegeron  
www.Marckitimagery.com

# Fashion Week takes over Atlantic City

POSTED 10:47 AM, OCTOBER 1, 2013, BY EYECOPENERPHL17, UPDATED AT 12:46PM, OCTOBER 1, 2013

[FACEBOOK](#) [TWITTER](#) [GOOGLE](#) [PINTEREST](#) [LINKEDIN](#) [EMAIL](#)



HOME NEWS WEATHER SPORTS FEATURES ENTERTAINMENT **FRIENDS OF 40** BOOMING @ THE SHORE ASK DR. FRED

Member Center: [Create Account](#) • [Log In](#)



## Atlantic City's Second Fashion Week is a success

Posted: Feb 08, 2013 11:23 PM EST  
Updated: Feb 22, 2013 11:24 PM EST



ATLANTIC CITY - Atlantic City fashion week did not miss a beat as Caesar's One Atlantic played host to an eclectic crowd, ranging from fashion veterans to first timers like Ava and her sister Chloe Roberts, who celebrated her 13th birthday in style.

"I didn't know it was fashion week here but when our mom surprised my sister with this present we were like so excited because we got to see the fashion in the area and try it out and see if we like it," said fashion attendee, Ava Roberts.

The sold out show was an opportunity for eighty models to sport and



[In Life](#) [Home & Living](#) [Pets](#) [Family & Parenting](#) [Fa](#)

Life > Style & Fashion > Women's Style

Atlantic City Fashion Week's ready to wear and haute couture runway spectacular [f Like](#) [34](#)

See also [Fashion / Style / Spring 2013 / Fall 2013 / Runway Fashion](#)




[f](#) [t](#) [p](#) [in](#) [g+](#) [m](#) [e](#)

Atlantic City Fashion Week

Rating: ★★★★★

February 10, 2013

On Friday, February 8, 2013, at 7:00 p.m., [Atlantic City Fashion week](#) showcased a spectacular runway show, consisting of both ready to wear and haute couture designs from a diverse

 Janet Kay

ALL ACCESS: [Log in](#) | [Sign up](#) | Today's e-Edition | [Contact Us](#) | [Advertise](#) | [Search News Archives](#)

[Home](#) [News](#) [Opinion](#) [Obits](#) [Sports](#) [Business](#) [A&E](#) [At The Shore](#) [Miss America](#) [Hometown](#) [News Hub](#) [findit](#) [My Account](#)

**4<sup>th</sup> Annual Wounded Warrior Golf Outing • Thursday, September 11, 2014** **SIGN UP NOW**

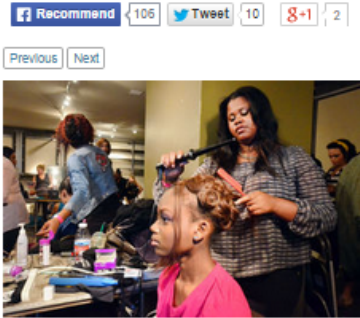
**BREAKING NEWS** **TMZ releases video showing Ray Rice punching his girlfriend**

[Breaking News](#) [Today's Top Stories](#) [Atlantic City](#) [Atlantic Co.](#) [Cape May Co.](#) [Cumberland Co.](#) [Ocean Co.](#) [Casinos & Tourism](#) [Politics](#) [Education](#) [Science & Nature](#) [NJ](#) [U.S.](#) [World](#)

Home > News > Local > Atlantic County News

## Fashion Week in Atlantic City hits its stride

story [Comments](#) [Image \(3\)](#) [Print](#) [Font Size](#)



Ben Foglietto

Patrina Purdy of Pleasantville (top) works on the hair of model Tiara Sanders of Wilmington Del., at The Pier at Caesars, during 2013 Fashion Week in Atlantic City.



Posted: Saturday, September 28, 2013 10:15 pm  
By VINCENT JACKSON, Staff Writer

When fashion designers come up with something new, the creation is sometimes greeted with skepticism before it achieves success.

That's what Lamont and Jeana Bowling experienced when they launched the first Atlantic City Fashion Week last fall.

"It was difficult, understandably so," said Lamont Bowling, of Willingboro, Burlington County. "A lot of people, I guess, brought the idea of doing Atlantic City Fashion Week to Atlantic City. Everybody sort of had that, 'Let's wait and see. Let's see you do the first one. If you do the first one well, then, we'll talk about the second one,' or 'then, we will talk about the third one.'"

Bowling said they were fortunate. They hit their first Atlantic City Fashion Week out of the park.

"I think people started to recognize the hard work that goes into the success we had through the first



**EXPLORE OUR PRODUCTS >**



**EXPLORE OUR PRODUCTS >**



# Amazing Press Coverage History



## The Sun Never Sets on the Runway

By ERIC WILSON    SEPT. 7, 2008



# Creating a Venue Space

With the assistance of the Showboat Hotel we create a high end fashion atmosphere within the industrial space of the Terminal Convention Center.

The space is crafted to accommodate the more than 700 attendees that will be anticipated for this season's show.



# Social Media Impact

A huge impact was made through our social media network. Our contest voting for Atlantic City Fashion Week Awards generated over 500,000 views to our site in just 6 months. Additionally the hashtag DOACFW was created. Through Hashtag tracking #DOACFW generated over 1.6 million impressions in just three days. The hashtag continues to live and to date has an impact that presently exceed 5 million.

## Who is Atlantic City Fashion Week's Top Female Model?

Aubry DeHainaut

5932 (2.19%)

Cassandra Lewis

657 (0.24%)

Diamond Dennis

52 (0.02%)

Laura McLaughlin

159 (0.06%)

Morgan Teller

99475 (36.69%)

Sarah Ferguson

8611 (3.18%)

Shanna Davis

111 (0.04%)

Shanti Hill

123569 (45.58%)

Shawna Smith

## Social Monitor: doacfw

Use Keyhole for FREE » Click Here

[close]

Tweet 0

Conversation Tracker

Influencers

Content View

Media

Twitter Instagram Facebook

Date range

Sep 24 - Oct 1

Download XLS

819

posts

194

users

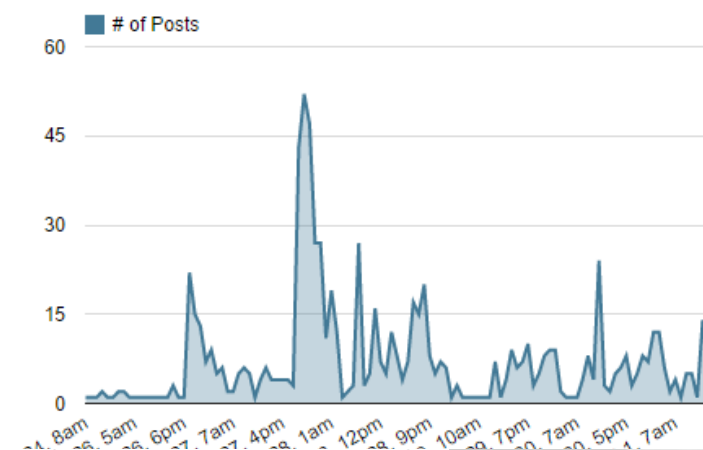
467,805

reach

1,631,842

impressions






### Timeline



### Top Posts

RTs Klout Recent

Tip: Click on a tweet's date to be taken to original post

-  **raheembrock** @raheembrock Sept 27 **520**  
As usual.... Surrounded by beautiful women @acfashionweek  
#newjersey #doacfw
-  **raheembrock** @raheembrock Sept 27 **516**  
At @acfashionweek enjoyin the show w/ @elizabethanny s/o  
#doacfw for the invite
-  **Elizabeth Ann Vashisht** @elizabethannv Sept 28 **484**  
Thank You #AtlanticCityFashionWeek for having me on  
#couture #night #doacfw
-  **Gina Mellish** @ginamellish Sept 27 **314**  
Bye ACFW , it's been real. Such an honor to walk on the  
runway this weekend #DOACFW
-  **Kelly Augustine** @kellyaugustineb Sept 27 **291**  
Getting fun #bridal vibes @atlanticcityfashionweek

DE 13499

NL 11353

CH 9068

FR 8700

JM 8192

GB 3740

HT 3409

LU 2999

IE 2796

EM 2004

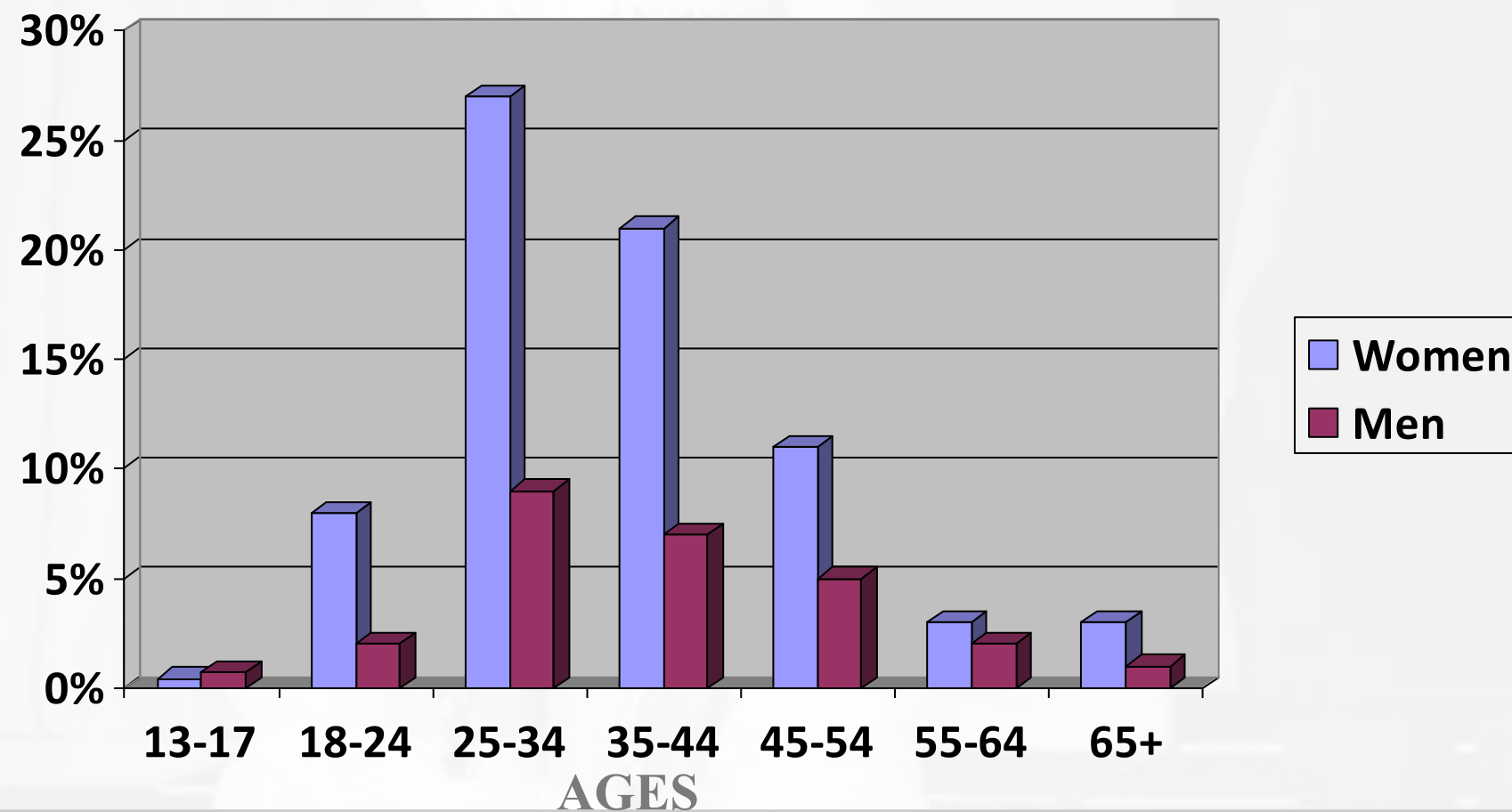


Instagram

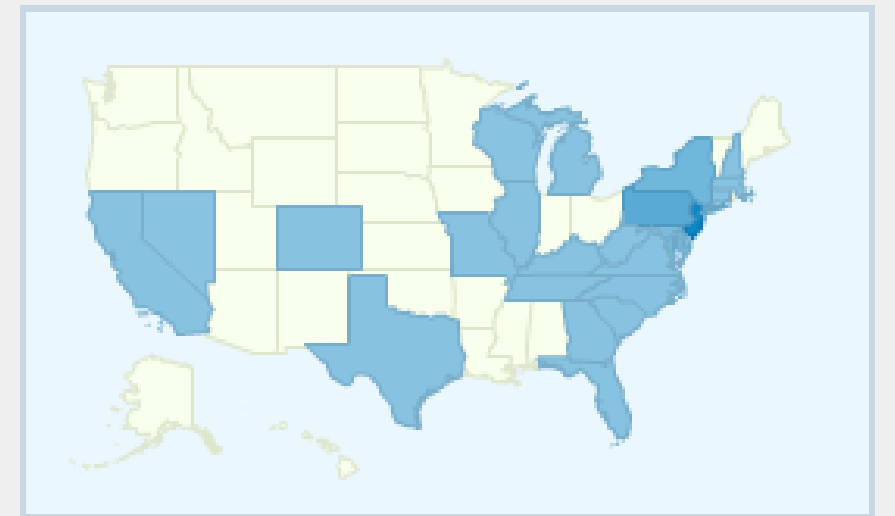


# Demographics

Atlantic City Fashion Week sets out to create a show that is “visually appealing.” We not only want the seasoned fashionista to attend but the novice fashion goer or the occasional spouse that is totally disinterested. Our core audience is 25-54 year old female.\*



BUYERS BY LOCATION (ALL TIME)



SHOW [USA](#) | [CANADA](#) | [MEXICO](#) | [EUROPE](#) | [AUSTRALIA](#) | [WORLD](#)

Ticket sales since Atlantic City Fashion Week’s inception have been nation-wide. Although better than 50% of our tickets sales are from New Jersey residents, we have an extensive following outside of the New Jersey market with a large number of our ticket buyers coming from surround states and as far away as California.\*

\* All statistics taken from analytics on Facebook.com and ticketleap.com

Lamont D. Bowling  
CEO, KingBee Media LLC  
Publisher, fashionSTYLE Magazine  
Executive Producer, Atlantic City Fashion Week  
Executive Producer, Fashion Week New York

Jeana Bowling  
Editor, fashionSTYLE Magazine  
Executive Producer, Atlantic City Fashion Week  
Executive Producer, Fashion Week New York

## MEET THE BOWLINGS

The Bowling’s have got all the makings of a Hollywood couple – but this couple is from New Brunswick, New Jersey. They married 25 years ago and launched fashionSTYLE Magazine in 2005. The question being asked is just how did a couple from New Brunswick NJ both fall in love with stylish clothes, and transform their fashion driven New Jersey company, established back in 2005 and known for its published magazine, into the hugely established , Atlantic City Fashion Week.

We are both fashionistas. We love clothes, we love the Industry, we love the young energy that these guys give off and I can’t think of a better thing to do than this”. When it comes to the models who participate in their shows, The Bowling’s make an effort to meet with each model and to get to know them. “We always try to be good role models, we try to be a good example to them”, says Jeana. The same goes with the designers. The couple encourages the designer to be themselves and let that reflect throughout their lineup. “When they are doing their clothing line and when they’re going out, we don’t tell them how to style the models”. says Jeana. “We don’t tell them how the lineup should be. We say do it, be yourself and be positive”. With any production, things can get quite hectic, and of course there is always Murphy’s Law; “Anything that can go wrong will go wrong”. The Pink Show and Atlantic City Fashion Week are no exceptions. But the Bowling’s did not let that keep them from putting on a great show.

But the leader of fashionStyle Magazine Lamont Bowling and his Chief Editor wife Jeana Dean Bowling have spawned a much anticipated event that is bound to garner so much attention there may soon be a revival of fashion events in the Northeast. “It’s an exciting experience and when we met with the people of Atlantic City, we went in and said listen, we want to give something to Atlantic City”, said Lamont. “It’s not American Fashion Week, it’s not USA Fashion Week, we are not going to do like the pageants who came in, did their thing and they ran off somewhere else. We want to give back to the community of Atlantic City and give them something that they can take ownership of and do it annually. We are committed to that”.

Individually, Jeana brings 25 plus years experience, as an Executive and General Manager in the retail clothing industry. Jeana has worked for top names in retail including, Macys, the GAP and Ralph Lauren. Lamont brings 30 plus years of experience as an Administrator in State government. His years of experience as an administrator lead to an easy transition as he started up his first business 25 years ago. Together, they are known as the Fashion Power Couple, a force to be reckoned with in the illustrious world of fashion.

KingBee Media LLC, is the parent company of Atlantic City Fashion Week and fashionSTYLE Magazine.net. It is a company dedicated to bringing high end fashion to a consumer that could otherwise not afford it.

fashionSTYLE Magazine remains online and has a following of over 40,000 hits per month. The magazine has completed such interviews with Damon John and the founders of FUBU Clothing Company, LisaRaye McCoy and various other celebrities and entertainers.

Atlantic City Fashion Week will celebrate its 5th season with continued success and fanfare.

~ Excerpts taken from an article By, Lydia Pierre, UrBeautyLiaison.com



We would like to thank you for your interest in Atlantic City Fashion Week and welcome the opportunity for you to attend Atlantic City Fashion Week.

We will continue to experience that growth that has made us one of the region's largest fashion events.

If you have any questions or require additional information, please contact us at 800-407-9041 or log on our website at [www.AtlanticCityFashionWeek.com](http://www.AtlanticCityFashionWeek.com)  
Thanks in advance for your consideration.

Lamont D. Bowling  
Executive Producer  
Atlantic City Fashion Week

[www.AtlanticCityFashionWeek.com](http://www.AtlanticCityFashionWeek.com)

