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



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Atlantic City Fashion Week is joined by the NJ Lottery to Celebrates Season 11

Atlantic City, NJ (August 1, 2017)--Celebrating season number eleven, Atlantic City Fashion Week (ACFW) makes its triumphant return to the Showboat Hotel.

ACFW will once again be taking over the shores of Atlantic City, NJ September 13 -16, 2017 with their high-end, "New York Style' fashion show. This season will feature 4 days of fashion and excitement.

The week will start on Wednesday, September 13th with a paneled, lecture series bringing together industry professionals that include models, designers, journalist and photographers. The lecture will be held at the Atlantic County Technical Institute in Mays Landing, NJ. Admission to the lecture series is free.

Thursday, September 14th at 7 PM, we pay homage to industry professionals with our 5th annual Atlantic City Fashion Week Awards. We also bring design students from across the region to compete for a variety prizes and scholarships in our student showcase. Judges for the student competition will include industry professionals and executives. Thursday's show will be at the Showboat Hotel's Orleans Ballroom.

On Friday, September 15th at 7:00 PM, we return to the Showboat for our showcase of Ready to Wear and Children Designers. In addition to fabulous fashion, this season will feature the first ever LIVE scratch off lottery drawing sponsored by the New Jersey Lottery. All VIP attendees will receive a complementary NJ Lottery scratch off ticket.

On Saturday, February 18th, at 7 PM we will showcase Couture and Advant Garde collections from the country's top designers.

Each show 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 \$25 for general admission and can be purchased on our website at 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 in part by fashionSTYLE Magazine and KingBee Media LLC. Atlantic City Fashion Week is a multi-day fashion industry event that will include a lecture series, runway fashion shows, vendor exhibitions, and pre-networking event for VIP guest. ACFW is held twice a year in Atlantic City and is attended by thousands of VIPs, press and fashionable attendees.



Commitment to Education















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

Our fashion week features students from
Harcum 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.















PHL17







talk about the second one," or "then, we will talk

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

about the third one."



string Purds of Pleasantivite (top) works in the har of model

Tara Sanders of Wilmington Del., at The Pier at Caesars, during





The Sun Never Sets on the Runway

By ERIC WILSON SEPT. 7, 2008





Social Media Impact

A huge impact was made through our social media Social Monitor: doacfw 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.

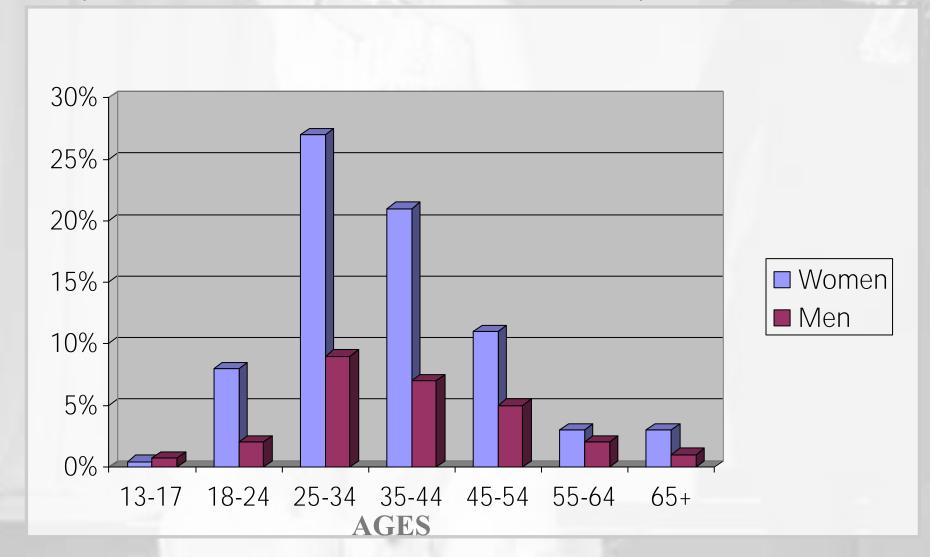
Who is Atlantic City Fashion Week's Top Female Model? **Aubry DeHainaut** 5932 (2.19%) Cassandra Lewis 657 (0.24%) Diamond Dennis 52 (0.02%) Laura McLaughlin 159 (0.06%) Morgan Teller 99475 (36.69%) Sarah Ferguson 8611 (3.18%) Shanna Davis 111 (0.04%) Shanti Hill 123569 (45.58%) Shawna Smith

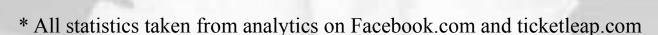


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Demographics

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.*

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

Jeana Bowling Editor, fashionSTYLE Magazine Executive Producer, Atlantic City Fashion Week Executive Producer, SOHO Fashion Week New York
Executive Producer, SOHO 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 almost 20 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 to place your product in front of today's most intellectual fashion consumer.

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. Thanks in advance for your consideration.

Lamont D. Bowling
Executive Producer
Atlantic City Fashion Week

