



**FOR IMMEDIATE RELEASE:**

**PORTLAND FASHION SYNERGY UNITES INTERNATIONAL AND PORTLAND FASHION FOR FUSE—A BLACK-TIE FASHION SHOW GALA BENEFITTING THE LOCAL DESIGN COMMUNITY**

*September 8, 2009 / Portland, Oregon* – Portland Fashion Synergy (PDXFS) is ramping up for their largest benefit event since the organization’s inception in 2008. **FUSE**, a black-tie fashion show fundraiser, is an exclusive, international fashion show, featuring new collections and a special collaborative collection from fourteen Chinese and Portland designers. The event will be held at the Portland Art Museum’s Kridel Grand Ballroom on Friday, September 25, 2009 at 7pm.

**FUSE** is the highlight of a visit to Portland by a delegation of distinguished Chinese guests from the local government, university and fashion association in Zhengzhou, in the Chinese province of Henan. PDXFS is developing a strategic business relationship with this group in order to create professional and economic growth opportunities for Portland designers and students by opening the door to China and positioning Portland as a center for sophisticated, cutting edge design in the United States. As part of this relationship, PDXFS, in partnership with the Art Institute of Portland, is exploring opportunities for student exchange between Chinese and Portland-based apparel design and manufacturing programs, and is discussing options for selling apparel from Portland designers to the Chinese market.

“The fusion of our design cultures will encourage a valuable synergy between these two fashion-oriented cities,” says local Portland designer, May Tee, Owner/Designer of MAYTEE and President/Founder of PDXFS. “We are excited to put Portland, Oregon on the map for high-end, sophisticated, and sustainable fashion.”

The FUSE fashion show event, generously sponsored by the Portland Art Museum, the Art Institute of Portland, Mario’s, SmashCut Studio and others, begins at 7pm with a “Green Carpet” Pre-Party. Doors open and seating will begin at 8pm, and the show starts at 9pm. A no-host off-site After-Party will follow immediately – details forthcoming. VIP and general admission tickets are available for \$150 and \$100 per person, respectively. Tickets can be purchased online at [www.pdxfashionsynergy.com/FUSE](http://www.pdxfashionsynergy.com/FUSE).

Featured lines from Portland-based designers include Emily Katz, MAYTEE, and the men’s line Defyance; and a special collaborative collection will be presented by local designers Adam Andreas, Hillary Day, Janeane Marie, Barbara Seipp, Emily Sunnell, Christa Taylor, Heather Treadway and others. Featured Chinese designers include Cathaya, Cui Wen and Chong Jian, one of China’s most famous designers. More information about FUSE designers will be available soon at [www.pdxfashionsynergy.com](http://www.pdxfashionsynergy.com).

PDXFS is pending 501(c)3 status. A portion of all tickets and contributions will be tax-deductible upon notification of approval. All proceeds will support education scholarships and other programs and events that create and expand business opportunities for current and next generation apparel industry professionals and support a thriving and sustainable apparel industry in Portland, Oregon.

In related news, PDXFS announced that it is partnering with the Portland Art Museum to provide a fashion component for the gala opening event for their upcoming exhibit, China Design Now (October 10, 2009 – January 17, 2010). PDXFS will be providing eight exclusive looks from famous Chinese fashion designer, Chong Jian, to showcase during the cocktail hour. Visit [www.portlandartmuseum.org](http://www.portlandartmuseum.org) for event details.

For more information, visit [www.pdxfashionsynergy.com](http://www.pdxfashionsynergy.com) or email [info@pdxfashionsynergy.com](mailto:info@pdxfashionsynergy.com).

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**ABOUT PORTLAND FASHION SYNERGY:**

Portland Fashion Synergy strives to establish Portland as a fashion capital with a unique design vision and attitude, which attracts and cultivates sophisticated, cutting edge designers. PDXFS's mission is to serve current and next generation apparel industry professionals through programs and events that create and expand business opportunities and support a thriving and sustainable apparel industry in Portland.

The founders of PDXFS believe strongly that the most effective way to establish Portland as a fashion capital is for stakeholders in this future to work together towards collective prosperity. PDXFS seeks to build mutually beneficial partnerships with:

- Government councils and commissions
- Educational institutions, professors and students
- Apparel industry designers, manufacturers and retailers
- Local businesses, organizations and associations
- Media
- Investors
- Fashion enthusiasts