

For Immediate Release:

## **Fabric Fest Will Be The First Of Its Kind To The Region**

**DAYTON, OHIO**, March 10, 2014 – Fabric Fest travels the country providing independent fashion designers and others with an education, networking and fabric sourcing opportunity from fashion industry experts that may not otherwise be available to them locally. It was conceived and is put on by Chicago’s Anna Livermore from V. Mora and Jay Arbetman from the Sourcing District and will be coming to Dayton, Ohio on Saturday, March 29, 2014.

Fabric Fest co-founder, Anna Livermore, founded her company V. Mora in 2008 out of a passion for helping new and emerging artists and designers. What started as a one-woman operation out of Anna’s Chicago apartment has grown to a fully staffed company with offices in Chicago and New York and consultants in San Francisco and clients all over the world. Co-founder, Jay Arbetman, has traveled with Anna putting on Fabric Fest around the country and says "Anna's Five Mistakes A Start Up Designer Makes presentation will save the start-up designer thousands of dollars. This is invaluable information that is clearly and concisely stated from one of the fashion industry's most dynamic forces." Jay Arbetman is owner and proprietor of the Sourcing District. Jay says “The Sourcing District presents the fashion industry's top Indie Designer friendly lines. Everything from the most utilitarian linings and interlinings to the most luxurious silk knits and matte jersey fabrics. Hundreds of fabrics. Thousands of colors. Reasonable minimums. Continuity.”

The region has seen a lot of interest and growth in fashion in the last couple of years. Dayton had its first major fashion week in 2012 and in 2013 there were new groups that continued and furthered the goal of creating a vibrant fashion community here. The Dayton Emerging Fashion Incubator (DE-FI) will again hold their annual signature event over the weekend of May 11<sup>th</sup>. In addition, fashion magazines, blogs and clothing retailers such as Joli Boutique and Rumorless Threads have enjoyed and been at the forefront of this trend. Debbie Teeters, owner of Joli Boutique, says “I am a great believer in that our fashion is a barometer for measuring our mood and the mood of the economy. Optimism is in the air for 2014 and it shows with our fashion!” Local marketer and promoter, Ed Dixon, owner of Industry Events, was instrumental in bringing Fabric Fest to Dayton after making several trips to New York and Los Angeles to research the market. “I’ve seen this area finally register on the world’s fashion radar and I certainly will do what I can to help make the Dayton region a serious player.

Fabric Fest Dayton will be held in Downtown Dayton from 10am to 4pm at De’Lish Café on Saturday, March 29<sup>th</sup> and there is no cost for admission.

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