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FOR IMMEDIATE RELEASE

North Carolina State University's College of Design Art2Wear Program Attracts NYC Fashion Expert Creating A New Hothouse for Fashion Design and Innovation

Art2Wear [A2W] is one of the largest and best student fashion shows in the country, featuring student creations ranging from ready-to-wear to couture garments. Celebrating its 11th year, the event attracts over 4,000 people annually.

As A2W has gained national momentum, its reputation as a leading-edge fashion event caught the attention of renowned NYC author and fashion/beauty expert, Raymond Nadeau. Nadeau has joined the program as a fashion industry consultant and will serve as A2W's creative director. "I'm thrilled to have an opportunity to share my experience with eager and talented students at NC State University. Previous events have been ground-breaking and I expect nothing less in April."

Nadeau will work closely with students and faculty to direct this year's entries with additional personal insights and perhaps a few surprising contributions from notable designers and other industry luminaries.

Chandra Cox, the head of the Art + Design department [which directs A2W] said, "We are honored to have Raymond on board. He brings a tremendous level of knowledge, exposure and energy through his extensive experience working with some of the greatest fashion brands in the world, which gives our students a significant jump-start as they begin their careers in the field of clothing design and fashion."

With the addition of Raymond Nadeau, the program will expand beyond the annual event to create more opportunities for student designers to market and sell their own work.

Carol Fountain Nix, brand director for NC State's College of Design, explains, "The A2W program is more than fashion design – it is invaluable exposure for students to learn how to market themselves and create real value for future

employers. I've seen this program grow exponentially and with it, the expansion of many new opportunities for our students. It puts the College of Design on the map.”

The program is sponsored by some of the best-known fashion houses in the nation, including V.F. Corporation, which is based in North Carolina. V.F. corporation, the top jeans maker worldwide, boasts a bevy of denim brands, such as Lee, Riders, Rustler, Wrangler, 7 For All Mankind, and Rock and Republic with other holdings in JanSport, Eastpak, The North Face, and Nautica.

This April 24, 2012 marks the program's eleventh year. The highly-attended show will be held this April 24th in Reynolds Coliseum on NC State's campus.

WWW.NCSUART2WEAR.COM



About Art2Wear [A2W]

A2W is a collaborative event held annually between the NC State University College of Design and the College of Textiles. Over the past decade Art2Wear has grown to become a major fashion event. Students produce works ranging from ready-to-wear to couture garments. The A2W show is a student-lead, professionally-juried competitive enterprise. As a non-profit show, A2W is organized and run with limited financial support from the NC State Foundation, The College of Design and The College of Textiles. As an established North Carolina State University legacy, A2W has increased in both attendance and publicity every year. With more than 4,000 people in attendance last year, A2W has become one of the largest fashion shows in the country. The show has gained national attention through press outlets including the News & Observer, ABC News, Worth Global Style Network, Fiber 2 Fashion, and Textile World.

About Raymond Nadeau

Raymond Nadeau has worked extensively with celebrity and fashion icons such as: Adidas, American Eagle Outfitters, Arrow, Avon, Heidi Klum for Astor Cosmetics, BollyDoll, Baby Phat, Beyoncé, Calvin Klein, Celine Dion, Candies, Cerruti, Chopard, Chupa Chups, David and Victoria Beckham, Davidoff Cool

Water, Desperate Housewives, Esprit, Faith Hill, Fiorucci, Gucci, Halle Berry, Ike Behar, Illy, Lycra, Isabella Rossellini, Izod, Jennifer Lopez, Jil Sander, Wolfgang Joop, Kate Moss, Kenneth Cole, Kylie Minogue, Lancaster, Limited Too, Marc Jacobs, Rock Scene for Tommy Hilfiger, Michael Kors, Miss Sixty, NASA, Moda International, Nautica, Nkhensani Nkosi's Stoned Cherrie and Love Movement brands, Pierre Cardin, Playboy, Redken 5th Avenue N.Y.C., Reese Witherspoon, Rimmel Cosmetics featuring Kate Moss, Robert Graham, Sally Hansen, Sarah Jessica Parker, Prada, PVH Corporation, Stetson, Tim McGraw, Timberland, Tonino Lamborghini, Valentino, Vera Wang, Vivienne Westwood and Yak Pak among many more. He is also the host of "Living Brands" on The Beauty Fashion channel as well a contributing editor to multiple magazines. In addition he has been principle advisor to Africa Fashion Week and regularly contributes to Scribe Media – an Emmy-award-winning online magazine. He also works for T-Project/E-Tuscany providing support to the artisans behind some of the world's highest end leather brands such as Chanel, LVMH, Gucci, and Salvatore Ferragamo.

Inquiries regarding coverage, collaboration, donations and sponsorship should be directed to:

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