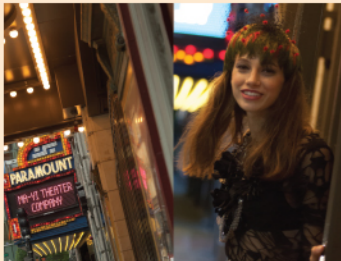


Exhibitions



DOWNTOWN by Tracy Aiguier: Opening Reception

Saturday, September 26
7 PM, PAUL Bakery at 1 Boston Place

Photographer Tracy Aiguier's latest work will be the focus of an outdoor digital photo installation of fashion images shot in Downtown Crossing.

Admission: \$20

INSTALLATIONS

Sunday, September 27 - Saturday, October 3
100 Federal Street

Bob Packert - Projected Beginnings celebrates the multimedia expressions of artist Bob Packert while illuminating the relationship between two- and three-dimensional pieces.

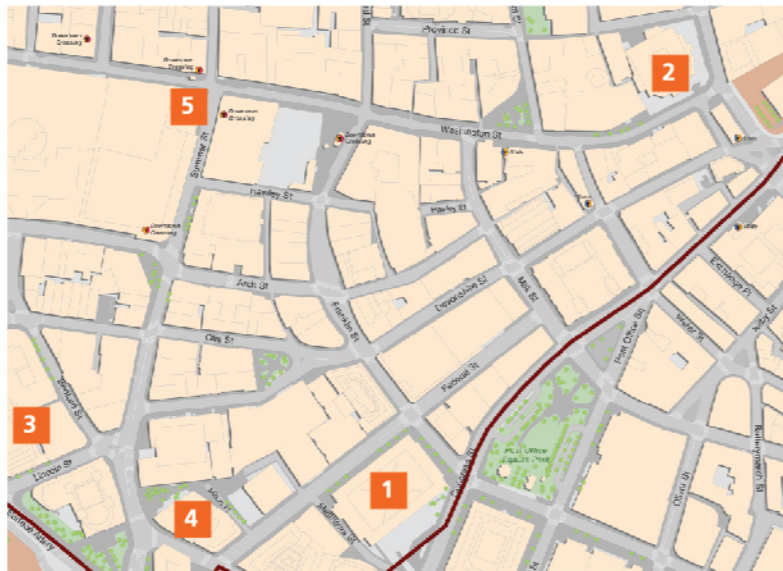


For his gallery show at Platform Downtown at Boston Fashion Week he will be collaborating with Minneapolis-based visual artist Rachel Palmer. Palmer works in the realm of visual design and live performance. Predominantly performing at underground music events, Rachel works with artists of various mediums ranging from promotional music videos to animated photography.

Sadie Dayton - Her photos are ethereal, and yet grounded and real, and often capture the points where light and dark meet. She loves fashion, beauty, concepts of femininity and masculinity, and the sea. One of her greatest skills is her ability to make people feel at ease, and comfortable with themselves. She can make the most inexperienced subject shine and bring out sides of people they never even knew existed. Sadie's work has appeared in W, Boston, Vanity Fair, and the New York Times, while her commercial clients have ranged from medical institutions to beauty brands.

Robert Merton - Expressionistic paintings that actively engage the viewer and evoke intense emotional responses best describes Merton's recent works. His mood-shifting exhibition is a collection of abstract and gestural paintings that evolve in stages, based on Merton's responses to the canvas's progress. His overall oeuvre has an abstract and tactile appearance. His works' chalk, organic hues and thick impastos are impressionistic and calming in appearance but contain underlying undercurrents of melancholic introspection.

Boston Fashion Week Map



1. 100 Federal St. | 2. PAUL Bakery, 1 Boston Pl. | 3. 99 Bedford St. | 4. Serafina, 10 High St. | 5. Summer St. Plaza



Dress: Firas Youcif

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DOWNTOWN



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Art of the Event, Inc.



Tickets available for purchase online at
www.eventbrite.com, search: "platform downtown"
Only ticketed guests will be admitted. No tickets will be available at the door.



PLATFORM
DOWNTOWN

AT BOSTON FASHION WEEK
SEPTEMBER 27th thru OCTOBER 3rd
www.platformdowntown.com



Photo: Tracy Aiguier | Suit: Denise Hajjar | Hat: GALVINIZED Headwear by Marie Galvin

Welcome to Platform Downtown at Boston Fashion Week 2015!

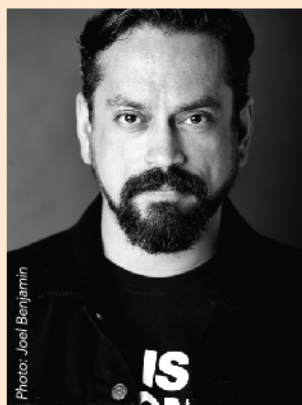


Photo: Joel Benjamin

For more than 20 years Boston Fashion Week has celebrated local talent and worked hard to make the week as accessible as possible to the public. The content changes every year depending on the unique mix of creative individuals who come together to express themselves through fashion. This eagerly anticipated annual tradition has always relied on the generous support of organizations, institutions and local businesses to help make dreams come true. Last but not least, the success of every event hinges on you! You are watching the shows, shopping for clothes, and spreading the word! And there is so much to see, buy, and talk about because the week is always packed full of fun fashion events!

Platform Downtown is a special series of events that takes place throughout Boston Fashion Week. Downtown dresses up with an exciting collection of fashion shows, shopping events, parties, screenings, talks, and installations. There really is something for everyone!

The concept for Platform Downtown was conceived of by stylist and event producer Terri Mahn. Her vision embodies the spirit of Boston Fashion Week which is all about engaging the community, collaborating with other industries, and expanding the definition of a fashion week in Boston by challenging conventional thinking regarding the role it plays in our personal and professional lives.

The project has been sponsored by the Downtown Boston Business Improvement District (BID), who have proven themselves to be true leaders in our city — putting their time, resources and enthusiasm behind all this incredible programming at the heart of Boston Fashion Week.

I encourage you to seek out fashion professionals in the area, buy local, and be instrumental in helping our local fashion industry thrive. Also, don't forget to check out the rest of the official Boston Fashion Week schedule at www.bostonfashionweek.com

See you in the front row!
Jay Calderin



SUNDAY, SEPTEMBER 27



'Origin' - A Fashion Film Short by Bearwalk

6 PM, 100 Federal St., ground level theater

'Origin' was conceived as a way to connect an entire community to the world of fashion. Fashion is what you see when you look into a mirror before a presentation at work. It is that dress you held dear in your memories.

The screening will be followed by a conversation with the filmmakers Brian Tortora and Daniela Goncalves, facilitated by Jay Calderin, founder and executive director of Boston Fashion Week.

Admission: \$10.

THE SIXTH FLOOR: Official Boston Fashion Week Opening Event



7:30 – 9:30 PM, 100 Federal St., 6th Floor

The entire sixth floor at 100 Federal is an exciting and expansive raw space that will serve as a blank canvas for fashion on the official opening of Boston Fashion Week.

Hosted by Platform Downtown this event is an opportunity for you to see and be seen with designers, photographers, models and all the important fashion professionals who make fashion happen throughout the city.

Guests will also be the first to see Projected Beginnings, a multi-media installation by Bob Packert, fashion photography by Sadie Dayton, and "White Wash" a series of paintings by artist/designer Robert Merton. See more about featured artists below.

Admission: \$40. *Price of admission includes one cocktail and lite bites. Cash bar to follow.*

MONDAY, SEPTEMBER 28



THE HAND OF FASHION: Fashion Artisans

6 PM, 100 Federal St., 6th Floor

This event will focus on the art and craftsmanship that goes into producing a fashion garment or accessory. It will feature (as pictured in the photo

gallery, starting upper-left and moving right) the work of knitwear designer Dylan Uscher, fashion designer Maryanne Meserve, milliner Marie Galvin, fashion designer Chynna Pope, jeweler Magdalena Stokalska, handbag designers Shaunt Sarian and Kent Stetson, makeup artist Mariogla Nido Pantazopoulos, and other local fashion artisans. Guest will see their work on display in a gallery setting, while these fashion artisans demonstrate their techniques and answer questions. A selection of products produced by these designers will be available for purchase.

Admission: \$20.
Cash bar.

WEDNESDAY, SEPTEMBER 30



OPEN RUNWAY

12 – 2 PM, Summer St. Plaza (outside PRIMARK & Macy's)

Using the same premise as an open mic night for singers or comedians, this Open Runway will provide an opportunity for budding local fashion designers to show their creations. Fashion designers at every stage of their careers (that includes student fashion designers) are invited to participate in this open air fashion show in Downtown Crossing. Come help us cheer on all these aspiring fashion talents!

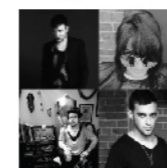
Jay Calderin, the founder and executive director of Boston Fashion Week, will serve as host of OPEN RUNWAY. He will be joined by a team of former LAUNCH designers who debuted their first collections during Boston Fashion Week 2013 and 2014: Jeffrey Dickerson - Launch Designer 2014; Chynna Pope - Launch Designer 2014; Tatiana Tejedor - Launch Designer 2013; Carlos Villamil - Launch Designer 2013. This fab four will help him celebrate all the designers who are putting their best fashion forward!

This event is free to attend and open to the general public.



SMART TALK

8 PM, 100 Federal St., 6th Floor



This Smart Talk will focus on the new frontiers designers are exploring through their work in the fashion industry. This conversation will include designers Thom Solo, Taylor Stapleton, Andrew Berul and Christian Restrepo and be moderated by Boston Fashion Week Founder—Jay Calderin. Guest will also be invited to explore a curated display of works by these designers.

Smart Talks are a part of the Boston Fashion is SMART campaign. The Boston Fashion is SMART campaign will be made up of events and initiatives that play a vital role in expanding the definition of fashion in the region. These events/initiatives will serve as bridges into other innovative industries and creative communities and have been designed to initiate exploration and collaboration in the areas of science, technology, arts, culture, and education.

Admission: \$20. *Cash bar.*

THURSDAY, OCTOBER 1



LUKE AARON Spring 2016 Collection

8 PM [doors open at 6 PM] 99 Bedford St.

Luke Aaron's Spring/Summer 2016 Collection is a voyage of discovery, inspired by artisan crafts and exotic locals around the world. Stitch-work embroidery from India and traditional Japanese cottons create an organic mix of natural color and texture. Silhouettes reflect a love of global exploration, incorporating rugged safari utility and the free-form drape of ancient tribal costume. In support of the preservation of these inspiring natural habitats, a portion of the evening's proceeds will benefit the Nature Conservancy. Doors open at 6 pm with a pre-show reception featuring a curated bazaar celebrating local and global artisans presented by Fleet Street Guild.

Admission: \$35.
Cash bar and lite bites.

FRIDAY, OCTOBER 2

FIRAS YOUSIF ORIGINALS

7 – 9 PM, 100 Federal St., 6th Floor



Join us for the debut of Firas Yousif's 2016 Collection of Couture Evening and Bridal! Firas Yousif Originals receives high praise and awards for his one-of-a-kind designs & creations - including in 2015 - "Best Bridal Designer" by The Improper Bostonian Magazine and "Best Wedding Dresses" by The Boston A-List. Firas Yousif Originals headlined during Boston Fashion Week each year since 2012 and this year Firas will debut his 2016 Blanc & Noir Collection at Platform Downtown. His beautiful and inviting showroom is located on the first block of Newbury St near the Public Garden. Hours are by appointment by calling 617-262-0100. www.firasyousiforiginals.com

Admission: \$35. *Price of admission includes one cocktail and lite bites. Cash bar to follow.*

SATURDAY, OCTOBER 3

JONATHAN JOSEPH PETERS Modern Madonna feat. House of Cach

7 – 8 PM, 100 Federal St., 6th Floor



Jonathan Joseph Peters is a womenswear brand based in Providence Rhode Island. Peters has shown his seasonal collections

during Mercedes Benz Fashion Week, Portland Fashion Week, StyleWeek Northeast, and on runways as far as Tokyo. The Jonathan Joseph Peters signature contains a heavy dose of chic tempered with humor. Known as a showman who can easily entertain an audience, Peters' work is refreshing, wearable, and special. Jonathan is most widely known for his appearance on the hit reality competition "Project Runway" in its seventh season. He is now also the COO of StyleWeek Northeast, and co-owner of the designer cooperative "nude" in Providence, RI.

Admission: \$20

PLATFORM DOWNTOWN: Closing Night Party

8 – 10:30 PM, Serafina, 10 High St.

Platform Downtown was conceived as an outside the box fashion experience by local wardrobe stylist and producer Terri Mahn. "I wanted local designers and their fashions as well as photographers and artists to be accessible to the public with a little lift "from behind the curtain," said Mahn. Platform Downtown celebrated fashion with a film short, photography installations, meet and greet with designers, a panel discussion on new fashion directions and a few versions of runway presentations. "It was all about the collaborative spirit and could not have taken place in a more diverse location as Downtown Crossing." Celebrate the closing night of Boston Fashion Week with all of us from Platform Downtown at Serafina.

Admission: \$35
Price of admission includes one cocktail and lite bites. Cash bar to follow.