

FASHIONxt PORTLAND

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Portland's Fashion Forward Lifestyle on the Runway

Portland, OR – Portland's fashion forward lifestyle will be showcased and on the runway at FASHIONxt October 10-13, 2012.

Portland's fashion forward lifestyle makes this city like no other – and it is that fashion forward lifestyle that will be showcased at FASHIONxt. It is a city with a lifestyle that embraces not only what is next in fashion, but what is next in personal style technology that enhances life experiences. It is a city where you can ride a one-meter electric vehicle created by Portland startup Boxx to a cutting edge runway show featuring forward-thinking, creative design. It is a city where a startup's innovation can share the stage with world-class technology leaders like Intel, which will debut an inspirational runway collection for the Personal Cloud powered by Intel® technology. It is a city where you can record it all and play it back on your iPad with the unparalleled sound of the Zooka speakers from Portland's Carbon Audio. Only in Portland can you find such outside the box creative expression - and you will see that at FASHIONxt.

Fashion is center stage at FASHIONxt with exceptional collections under the bright lights on the runway. Emerging designers from past years will take the stage again to reveal their latest creations. Will one emerge as Portland's next fashion design star? Among the national and international designers showing at FASHIONxt will be Project Runway designers Becky Ross and Seth Aaron from the Portland area and Project Runway All-star Michael Costello.

Seth Aaron, winner of Project Runway Season 7, and Project Runway Season 9 Runner Up, (people's choice winner) star Viktor Luna will collaborate to design a stunning collection inspired around personal cloud powered by Intel® technology. This collection will be featured on FASHIONxt runway opening night October 10. In the weeks leading up to the runway shows, the personal cloud powered by Intel® technology is the critical bridge to innovative expression and easy remote access for everyone on FASHIONxt's

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creative team, whether engaged in design, marketing, media relations or production. The personal cloud knows no limits of time or place. "With the personal cloud, I can reach and share my design portfolio wherever I may be inspired – in my west coast design studio or in New York City." said Seth Aaron.

"FASHIONxt showcases the creative collaboration achievable with the personal cloud powered by Intel® technology," said Ilene Aginsky, Marketing Program Manager with Intel's Communications and Storage Infrastructure Group. "The runway collection will put that creative collaboration on the world stage in a way never before imagined."

"Portland is known for being a national and international creative hub - and few events showcase the diversity of Portland's artistic, entrepreneurial spirit more than FASHIONxt. Combining the worlds of fashion, creative arts, technology and sustainability, FASHIONxt is a true Portland original," said Mayor Sam Adams.

"The exceptional fashions on the FASHIONxt runway and its visionary collaborations shine a bright light on Portland which is good for business throughout this great city and in its vibrant Pearl District," said Christopher Werner, Werner Financial Group and Portland Pearl District Business Association board member.

FASHIONxt is produced by Tito Chowdhury who produced Portland Fashion Week, the second-longest running fashion week on the West Coast. "Fashion in 2012 comprises our style choices in what we wear and in our personal style technologies. FASHIONxt takes fashion week to the next level," said Chowdhury. "It reflects the fashion forward lifestyle that is Portland and presents the extraordinary creative edge on the runway and on the lifestyle plaza. FASHIONxt is about what is next in fashion."

About FASHIONxt Portland (www.fashionxt.net, www.facebook.com/FASHIONXtONLINE): FASHIONxt is produced by, Tito Chowdhury the former Executive Producer of Portland Fashion Week the second-longest running fashion week on the West. FASHIONxt presents fashion forward lifestyle on the runway and the lifestyle plaza. FASHIONxt showcases the exquisite upcoming season collections of nationally and internationally known designers and the creative edge in lifestyle technology and brands. FASHIONxt Portland is a sustainable production thanks to the generous support of the Bonneville Environmental Foundation (BEF). FASHIONxt Portland will receive verified/certified Carbon Offsets, Renewable Energy Certificates ensuring that only green energy was used in association with this event and Water Restoration Certificates.

About Personal Cloud Powered by Intel® Technology

(www.intel.com/go/storage): Intel® technologies that help secure your data and ensure business continuity for your small/medium business and to simplify your digital life with access to important data anytime, anywhere and on any device.

About Zooka (www.carbonaudioinc.com): The Zooka Bluetooth Speaker has been created with the portability of a tablet, and high quality sound at the forefront of its design. Tablets are made to move, adapt, and flow from one use to another, and “docking” a tablet or trying to turn your tablet into a desktop is limiting and counter intuitive. So instead we designed Zooka to work with your tablet. It goes where you go and provides you with 5x the sound of your tiny, in-board speakers. Made entirely of silicone its simple to slide on any iPad.

About BOXX® The One Meter Vehicle (www.boxxcorp.com): An emission-free all electric roadworthy vehicle device. Anyone can ride a BOXX®. Designed as a primary transportation device or an accessory to your car, BOXX® gets you where you're going conveniently and easily. Park it on the street, in your garage or bring it inside. Charge it with your standard wall outlet. Take it anywhere, its versatile and portable.

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