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FOR IMMEDIATE RELEASE

***Saint Louis Emerging Designer Competition Goes Digital
Fashion Anarchy: Relunched***

St. Louis, MO - November 5, 2020 -- Local event agency, Brainchild Events will virtually host the final round of their 48-hour design competition, "Fashion Anarchy: Relunched."

Though the COVID-19 pandemic has brought a halt to most fashion shows and events in 2020, Brainchild Events' owner, Dwight Carter has adapted to the "new way" of fashion. Carter had in-person events scheduled for this year's Fashion Anarchy, but canceled those to execute the competition finale virtually instead.

"It won't be the same experience as being in a physical location and interacting with hundreds of people, but the volume of design talent in St. Louis is astounding, and we're thrilled to give them this virtual 'stage' to showcase their work," says Carter.

Carter has been a long-time advocate for reconnecting St. Louis to its fashion roots and continues to be a force behind making local designers the face of the fashion community through Fashion Anarchy events.

Three designers will compete for a chance to win a \$30,000 prize package in the virtual event on November 19 at 6:30 pm CST. The competition finalists are Trhonda Edwards, Claire Thomas-Morgan, and Ralph Moore.

The event is sponsored by Evolution St. Louis, one of the most high-tech knitting facilities in the United States. "We are in the business of recreating, reinventing and revitalizing the fashion apparel industry, and events like Fashion Anarchy help bring our story of innovation to a larger audience," said Jon Lewis, CEO and co-founder of Evolution St. Louis. "This event draws an incredible level of talent across the fashion world and we are proud to be sponsors."

Lewis is among the judging panel, along with Amanda Bauer (KDR Showrooms and Fashion Group International - St. Louis), Emily Huey (Source Consulting, Stevens-The Institute of Business and Arts, and Fontbonne University) and Annie Miller (Collective Thread).

Additional Fashion Anarchy sponsors and partners include Stars Design Group, The Collective Thread, V. Vegaz Style, KDR Designer Showrooms, Siba - Stevens The Institute of Business and Arts and Source Retail Consulting.

Advanced general admission (\$10) and Advanced VIP tickets (\$30) can be purchased at www.brainchildevents.com. VIP ticket holders will receive VIP packages mailed to their homes with products from local and regional vendors, and will have the opportunity to experience a special menswear conversation featuring designers Paulie Gibson (STL) and Christian Michael (KC).

ABOUT FASHION ANARCHY & BRAINCHILD EVENTS

Fashion Anarchy by Brainchild Events gives emerging, local designers a platform to showcase their inspiration, innovation, and creativity in front of St. Louis media, shoppers, educators, established designers, and other industry professionals. We cultivate a competitive fashion atmosphere and provide a foundation for fashion designers, merchandising professionals, and the beauty industry locally and regionally. As one of the main supporters of local designers in St. Louis for 15 years, Brainchild Events created Fashion Anarchy to educate our audience on the design process—from inspiration to rack—and make St. Louis the next fashion capital.

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