

FOR IMMEDIATE RELEASE



Design Center of the Americas (DCOTA) Hosts ‘Fashion for a Cause Foundation’s South Florida International Fashion Show’
Interiors Showrooms Donate Fabrics & Materials for a DCOTA “Destination” Themed Garment Collective

September 27, 2018



(Dania Beach, FL – August 29, 2018) -- The **Design Center of the Americas (DCOTA)**, will serve as a signature venue for the upcoming ‘**Fashion for a Cause Foundation’s (FFACF)**, [South Florida International Fashion Week \(SFIFW\)](#)’ event taking place on Thursday, September 27, 2018, beginning at 6:30 pm. The charitable event will take over two of the grand atriums within DCOTA, which boasts 800,000 sq. ft. of design showrooms and event space. SFIFW is a charity fashion event, and the premier fashion presentation in South Florida.

The runway show will feature the latest collections from 5-7 emerging and local, national and international designers who have been handpicked to debut their work to the fashion community.

Additionally, to integrate the world of interior design into the fashion show experience, DCOTA has partnered with the show’s producers and participating fashion designers to develop a “Destination” themed garment collective made out of fabrics and materials donated by the design center’s showrooms. Each designer has been paired

with one showroom and charged with choosing a destination for inspiration, conceptualizing a garment made out of these unconventional upholsteries and materials, and producing a look that appropriately represents their showroom's brand and concept narrative. This DCOTA Destination themed collective will be exhibited during the cocktail hour and modeled during the fashion show.

Ticket sales directly benefit FFACF, which supports at-risk youth and employment challenged men and women, as well as fashion and art apprenticeship programs.

Ticket Prices for the event: Standard \$35 per person which includes a cocktail hour reception from 6:30 – 8:00 and general seating at the show, and VIP \$60 per person that includes the cocktail reception and front row seating.

DCOTA's prestigious showrooms supporting the South Florida International Fashion Show evening include: [DEDON](#), [ROMO](#), [Duralee](#), [Cowtan & Tout](#), [Kravet](#), [Lee Jofa](#), [Brunschwig & Fils](#), [Quadrille](#), [Schumacher](#), [HOLLY HUNT](#), [David Sutherland](#), [Donghia](#), and [Sherle Wagner International](#).

SFIFW Fashion Show at DCOTA: Thursday, September 27

DCOTA is located at 1855 Griffin Road, Dania Beach, FL 33004

Cocktail Reception: 6:30 – 8:00 p.m.

Fashion Show: 8:00 p.m.

Ticket Price: Standard - \$35 per person and VIP: \$60 per person

Link to purchase tickets: <https://www.eventbrite.com/e/south-florida-international-fashion-week-sept-27-2018-dania-beach-tickets-48682586928>

Link to SFIFW Website: <http://sfifw.org/>

About DCOTA:

For more than 30 years, Design Center of the Americas (DCOTA) has served the design community with the finest campus amenities and showrooms in the industry attracting world-class designers, architects, decorators, dealers and their clients. At nearly 800,000 square feet, DCOTA is the largest design campus of its kind. High design is showcased within over 60 premier showroom locations, catering to any home, yacht or office project. Fine indoor and outdoor furniture, fabrics, flooring, lighting, kitchen, bath, antiques, accessories, appliances, window treatments, decorative hardware, paint and surfacing are just some of the resources found within the center. <http://dcota.com/>

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