

**FASHION TAKES ON EXCLUSIVITY FOR CHARLOTTE FASHION WEEK:
WILLIAM WILSON CLOTHING NAMED OFFICIAL CLOTHING SPONSOR FOR
CHARLOTTE FASHION WEEK CREATOR**

FOR IMMEDIATE RELEASE

(Charlotte, NC July 28, 2010) – William Wilson Clothing, Inc. announced today they have entered into an exclusive clothing sponsorship agreement with Anthony Simons, creator and Executive Director of Charlotte Fashion Week. William Wilson Clothing will be the exclusive clothier for Charlotte's Annual Fashion Week, beginning with the Spring 2011 Collections. Charlotte Fashion Week will take place September 17-21, in various locations in the heart of Charlotte, North Carolina.

"Having William Wilson Clothing on board in this role as my personal clothier was a must have," said Anthony Simons. "As a professional in the fashion industry I appreciate quality custom clothing that feels good, makes me feel good and expresses my individual personality and lifestyle. William's attention to detail and his professionalism is essential and unmatched. I am pleased to have William Wilson Clothiers as my official clothier of the 2010 Charlotte Fashion Week."

Charlotte Fashion Week will kick off with a variety of shows, entertainment, social hours, and the best in up and coming designers. Events will be held in the uptown area to ensure attendees have ample time to attend the large variety of scheduled shows and private viewings. What to wear and who will be there is the main question for attendees.

"At William Wilson Clothing, our products are as much about design and exclusivity because image is the foundation for personal branding," said William Wilson, President of William Wilson Clothing. "Our new found relationship with Anthony Simons and Charlotte Fashion Week will be a great opportunity that I personally look forward to assuring the city is all abuzz for William Wilson Clothing. Fashion is and can be understood as intrinsic designs. The design is the common thread that is not only central, but absolutely crucial to fashion - making this partnership a perfect fit. Fashion Week provides a great opportunity for us to share our vision of stylish innovation with the fashion community, style-savvy consumers and with retailers."

William Wilson will provide an exclusive collection of custom designs to be worn each night by Anthony Simons to set the standard for the week.

A schedule of shows will be released in mid-August. For more information, please visit www.CharlotteNCFashionweek.com.

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