**For immediate release. Lexington, KY. Jan. 03, 2020**

Artists come together to define the Future of Fashion!

Salvador Dali won’t be present but his spirit will be! --- in an exciting multi-media event with artists and businesses partnering in a two-day fashion festival. The Future of Fashion 2020 (FOF2020) event will take place the weekend of March 13th-14th, 2020, at the Thoroughbred Center when local community partners will bring multi-cultural fashion, dance, visual art, and hemp-inspired design to Lexington. On Friday, March 13, the first day of the festival, six local troupes will perform traditional and contemporary dances from around the world. The surrealistically-inspired décor might make Salvador Dali feel he had found a home in Lexington, Kentucky.

The second day will feature an industrial hemp design competition for up and coming designers. Fourteen designers will create ready-to-wear avant-garde clothing using at least 60% hemp fiber, competing for “The Sarah Estes Sustainable Design Award”. The fashion will be worn by local models. Among the design competition judges is America's Next Top Model contestant Laura Kirkpatrick and hemp farmer/entrepreneur Lamar Wilson.

The winner will receive a $1000 cash award, be featured in Sophisticated Living magazines, and win a hand-carved award by artist Kiptoo Tarus. A silent auction of art and other items to benefit La Casa de la Cultura Hispana de Kentucky will also be held.

The annual Future of Fashion show was co-founded by fashion designer and community organizer Soreyda Benedit-Begley in 2009. After a 6-year hiatus, she is bringing the show back again with its original purpose: to help bridge the gap between independent designers, textile manufacturers, and the general public and to develop Lexington as a fashion hub and create more visibility for all the artists involved. In addition, the focus for the second day is on industrial hemp with the goal of creating a farm-to-clothing brand for Central Kentucky.

A total of 22 designers will participate in the FOF2020 show. Among them are stablished designers like Sarah Jane Estes, Laverne Zabielski, Lovelace Fanyinka, Polly Singer, ,Alvina Maynard, Patrick Howell , and Qi Zhou. As well emerging designers like Adriana Armstrong, Brent Brashear, Karmari Boyd and K. Chainey Turner.

The future professionals from Paul Mitchell the school Lexington will do hair and makeup for the models and local photographers will capture every detail of the event.

FOF2020 attendees are encouraged to embrace the event’s theme and dress creatively!

The Future of Fashion 2020 recently garnered national attention from an article published in Forbes Magazine. Info at attps://www.forbes.com/sites/janetwburns/2019/11/27/exquisite-hemp-design-challenge-envisions-fashions-sustainable-future/

For more images and more information, contact Soreyda Benedit-Begley at 859-576-0924, by email at sbenedit@soreyda.com or go to [www.soreyda.com](http://www.soreyda.com)

