

<p>Latino Fashion Week Launches ◊ Lumenario ◊ National Designers ◊ Competition</p>

<p>Chicago, Illinois: ◊ Latino Fashion Week, the nation's only event dedicated to showcasing the finest Latino clothing designers, is proud to announce LUMINARIOS; an interactive designers competition in search of the next hot Latino designer.</p> <p>◊</p>

<p>Presented by AOL Latino, the Lumenario competition offers designers the chance to showcase their talent to a nationwide audience where the winner will be chosen online.

◊ Contestants will compete in three separate categories where the winner will be announced on November 13, 2010 at the Latino Fashion Week Ball in Chicago. ◊ Winner will receive prizes valued at over \$3000.</p> <p>Designers must meet the following qualifications; must be

considered an established designer for a minimum of two years, submit sketches and reside within the 50 United States and Puerto Rico. ◊ Submission deadline is June 17th, 2010.</p>

<p>Ten semi finalists will be selected by LFW judges and have their qualifying sketches posted on-line and invited to participate in three preliminary qualifying events of which three finalists will then be selected. ◊ Winners will be chosen by a combination of on-line voting, courtesy of AOL

Latino and Latino Fashion Week judges. ◊ Competition dates are July 8, August 12 and September 25, 2010. ◊ Candidate must register at [www.LatinoFashionWk.com](http://www.LatinoFashionWk.com).</p> <p>About

Latino Fashion Week</p> <p>The city of Chicago held its first Latino Fashion Week in October 2007 and prides itself as being the only Latino Fashion Week in the United States. Since its inception, Latino designers have celebrated Latino Fashion Week within a dedicated week of

events. Chicago Latino Fashion Week and its featured designers have captivated national attention. New opportunities and greater recognition have helped to catapult Latino designers to receive numerous awards as well as contracts with major retailers. ◊ Latino Fashion Week will

be held November 8 ◊ 14, 2010, in Chicago.</p> <p>About AOL[R] Latino</p> <p>AOL[R] Latino (<http://www.aollatino.com>) is the leading bilingual portal for U.S. Hispanics that provides comprehensive Spanish language products and services including free email, instant

messaging, photo sharing, and English classes. The service also offers U.S. and Latin American news, financial tools, the latest in music and entertainment, personal finance, sports, fashion and beauty, as well as access to all the existing content available on AOL

(<http://www.aol.com>).</p> <p>For additional information contact Cesar Rolon at

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