



AUSTIN, TX MARCH 16-20, 2011
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Dozens of SXSW Musicians to Model in Style X Runway Shows

New York dream pop band Asobi Seksu and Austin singer-songwriter Sahara Smith among those participating

Austin, TX – March 17, 2011 – South by Southwest (SXSW) today announced Style X would feature runway shows with more than three-dozen musicians performing during the music festival. Artists and bands scheduled to walk the catwalk include New York's Asobi Seksu and Texas native Sahara Smith. The runway shows will take place at 6 p.m. on both Friday and Saturday, March 18-19, in the Austin Convention Center and are free and open to the public.

"It's a great fit because musicians are comfortable on stage, and if we end up in the crowd it's not that we fell, it's that we're stage diving," said Kent Zambrana of Los Angeles electro-indie band Letting Up Despite Great Faults.

Each of the musicians are slotted to wear clothing provided by showcasing brands and emerging designers participating in Style X, including Keds, new eyewear company Tortoise & Blonde, Atlanta streetwear brand Fresh.i.am and New York wooden jewelry maker GoodWood. Style X is open and free to the public with no badges or RSVPs required from 3 p.m. to 9 p.m. on Friday, March 18, and noon to 9 p.m. on Saturday, March 19. The runway shows are scheduled for 6 p.m. on both days.

The full list of artists and bands being featured during the runway show include:

Alexis Foxe – New York, NY, United States
Anamanaguchi – Brooklyn, NY, United States
Andreya Triana – England, United Kingdom
Asobi Seksu - Brooklyn, NY, United States
Becky Middleton - Dallas, TX, United States
Blackbird Blackbird - San Francisco, CA, United States
Black Cherry - London, UK
Candy Claws – Fort Collins, CO, United States
DJ I Wanna Be Her - Austin, TX, United States
The Echocentrics – Austin, TX, United States
Erin McLaughlin – Yucaipa, CA, United States
Freedom or Death – Toronto, Canada
Iroquoisfalls – Toronto, Canada
Jessie and the Toy Boys – Los Angeles, CA, United States
Kosha Dillz – Edison, NJ, United States
Kyla la Grange - London, United Kingdom
League510 – Oakland, CA, United States
Lenka – Sydney, Australia
Letting Up Despite Great Faults - Los Angeles, CA, United States
Matrimony – Charlotte, NC, United States
Michelle Armstrong - Chicago, Illinois, United States
The Novocaines - Northam, Western Australia, Australia

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The One AM Radio – Los Angeles, CA, United States
Pearl and the Beard – Brooklyn, NY, United States
Ryan Harkrider - Austin, TX, United States
Sahara Smith - Austin, TX, United States
The Soldier Thread - Austin, TX, United States
Wakey!Wakey! – Brooklyn, NY, United States
Zeale - Austin, TX, United States
ZE! – Kuala Lumpur, Malaysia

"Fashion brands all over the world are partnering with musicians to develop lines, raise brand awareness, and provide mutual inspiration. Style X's runway shows will truly be the culmination of this important relationship," said Joah Spearman, Style X's co-founder and executive producer.

Additionally, Style X will feature extensive gifting opportunities for SXSW Showcasing musicians including free haircuts by New York City men's barbershop Frank's Chop Shop and gift bags including items from TIGI Haircare, the official haircare provider of Style X's runway shows, Keds and over 50 brands from around the world. Brands contributing to gifting include Billy Reid, Brooklyn Industries, Nixon, RVCA, Whit-NYC, DTA, Nooka watches, Vans, 81 Poppies, Inca Boot Company, Hella Tight, Loser Machine Company, Altru Apparel, Sushiami, Native, Penfield, Fashion Rock Show, Shwood, Flud Watches, No Mas, Brooklyn Industries, vitaminThick, BurdaStyle, Alpinestars, Warby Parker Eyewear, Unstitched Utilities and Fur Face Boy.

Media interested in getting runway show seating or additional access and coverage during Style X on Friday and Saturday, March 18-19, should contact Joah Spearman directly via email.

The official 2011 Style X Lookbook is now available online and for mobile viewing at:
<http://www.stylexatx.com/lookbook2011/>

About SXSW

The South by Southwest® (SXSW®) Conferences & Festivals offer the unique convergence of original music, independent films, and emerging technologies. Fostering creative and professional growth alike, SXSW is the premier destination for discovery. SXSW® 2011 is sponsored by Miller Lite, Sonicbids, Chevrolet, AOL, IFC, Pepsi, Brisk, [Freecreditscore.com](http://freecreditscore.com), Monster Energy and the Austin Chronicle.

Year after year, the event is a launching pad for new creative content. New media presentations, music showcases and film screenings provide buzz-generating exposure for creators and compelling entertainment for audiences. Conference panel discussions present a forum for learning, business activity thrives at the SXSW Trade Show: The Exhibition for Creative Industries and global networking opportunities abound. Austin serves as the perfect backdrop for SXSW®, where career development flourishes amid the relaxed atmosphere. Intellectual and creative intermingling among industry leaders continues to spark new ideas and carve the path for the future of each ever-evolving field, long after the events' conclusion.

About Style X

Style X was developed in 2010 through a partnership between SXSW and two Austin business owners, Joah Spearman and Jon Pattillo. The founder, Joah, is the owner of Sneak Attack, a pop-up sneaker boutique and co-founder Jon is co-owner of Sanctuary Printshop. Over the last decade, Joah and Jon have produced music and fashion-related events, and successfully consulted for global brands, startups and non-profits, developing marketing, media and merchandising strategies. Style X partners include Keds, American Apparel, TIGI Haircare, Square, Complex Media, Group Flier, Lyst, Go Try it On, Retailr and Tortoise and Blonde. StyleXAustin.com

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