



South by Southwest to Launch New Style Show in 2011 'Style X' Will Showcase Up-and-Coming Brands and Designers

Austin, TX - January 11, 2011 - South by Southwest (SXSW) announced today it will introduce the inaugural Style X (pronounced Style By), an exhibition aimed at showcasing emerging talent in the fashion industry, during its 25th event in March 2011.

Style X will present dozens of up-and-coming brands that design and manufacture everything from women's dresses and swimwear, to eyeglasses, watches, shoes, and apparel. The new event will take place on Friday, March 18 and Saturday, March 19 at the Austin Convention Center.

"South by Southwest plays host to a one-of-a-kind convergence of creative industries, where fashion is playing an increasingly important role," said Roland Swenson, Managing Director of SXSW, Inc. "Style X will allow SXSW registrants to tap into an entirely new field of creative professionals who are pushing the limits and developing trends that affect and influence people around the world."

Designers currently confirmed for Style X range from Atlanta-based streetwear line *We Are The Process* and Austin watchmaker *Tikkr*, to Charleston, S.C. women's wear designer *Cavortress*, newly-launched eyewear company *Tortoise & Blond*, and Sweden-based sock maker *Happy Socks*. New York women's line *Yours Truly Brand* and women's swimwear line *Tori Prayer* are among other brands showcasing. Keds, the original sneaker since 1916, will be a special exhibitor in Style X, creating an interactive experience of art, fashion, style and charity, in addition to showcasing their "Design Your Own" capabilities.

"Fashion is already widely on display at SXSW, whether it's the bands onstage, the fans in the crowd, or the brands participating in the event," said Joah Spearman, the event's co-founder and owner of pop-up sneaker boutique, Sneak Attack. "Style X will give SXSW attendees a chance to be introduced to some of what's next in fashion, and to see how it intersects with so much of what is happening in their own creative industries."

The event is free and open to the public, and will feature runway shows, select gifting opportunities, on-site screen-printing, and experiential activations. Exhibiting designers will be selling their lines onsite.

SXSW will announce additional confirmed designers and details about Style X in the coming weeks. Designers, media and companies interested in learning more about Style X are encouraged to visit: www.sxsw.com/stylex

The Complex Media Network is serving as the official media partner for Style X. SXSW® 2011 is sponsored by Miller Lite, Sonicbids, Chevrolet, AOL, IFC, Pepsi, Brisk, freecreditscore.com, Monster Energy and the Austin Chronicle.

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.

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 November 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. StyleXAustin.com

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