

HAUTE.LANTA FASHION WEEK®

MEDIA REGISTRATION POLICY:

Only editorial media with proper and relevant press credentials will be issued an official press badge for HAUTE.LANTA FASHION WEEK®. Please be prepared to show credentials at on-site press check-in, along with a business card from your organization that demonstrates both the relevance of the media outlet you are representing as well as your relevant editorial coverage areas.

Accredited media will receive complimentary tickets to Runway Shows and any HLFW related events such as the Trunk Show Suites, Workshops, as well as Red Carpet Access.

**All freelance journalists, photographers, and/or videographers must provide an originally signed letter from their assigning editor or producer, on the media organization's letterhead, which states the editorial purpose of attending HAUTE.LANTA FASHION WEEK®.

**HLFW will not allow independent/freelance photographers or videographers without a letter of editorial intent (see above) to bring camera or video equipment into HAUTE.LANTA FASHION WEEK®. All photographers and camera operators granted credentials are not issued seats at the event.

BACKSTAGE ACCESS:

Due to constraints in physical space, accredited media will not be allowed general access to the backstage areas of HAUTE.LANTA FASHION WEEK®. Backstage access for 2008 events will only be granted to Who's In Fashion TV and it's affiliates. There will be a separate area provided to conduct interviews with designers, HLFW representatives, and other parties associated with HLFW.

TO REQUEST CREDENTIALS:

Please submit proof to HLFW no later than September 15, 2008. Once you submit your registration details, you will be contacted by a member of the HAUTE.LANTA FASHION WEEK® Media Relations team to confirm or decline your request for a press badge. Your registration is NOT complete until you receive your confirmation email.

CHECKING IN:

Press check-in begins at 5:30 p.m. each evening. HAUTE.LANTA FASHION WEEK® reserves the right to redistribute any tickets not claimed by 7:30 p.m. for that evening's show. Seating is first-come-first-serve based on availability.

All credentialed media are requested to wear their press badges at all times.

Media Contact:

Krissy Marie (KMPR)

Mediarelations@Hautelantafashionweek.com

770.217.HLFW