

StartingAClothingLine.com Launches Fashion Awareness with Digital Fashion Pro Contest – Portion of Sales to Benefit Dress for Success

LOS ANGELES, Calif., April 6 (SEND2PRESS NEWSWIRE) – StartingAClothingLine.com, the leading source of how-to industry information for aspiring fashion designers, is seeking the world's future stars during its own Fashion Awareness Week (May 9 – May 15). The creators of Digital Fashion Pro (DFP) software announce its own contest designed to empower individuals aiming to start and design their own clothing line.

The contest will provide participants with a chance to submit their unique story about why they want to be a success in fashion on either YouTube or on the Facebook.com/DigitalFashionPro page. A Grand Prize of \$250 and a StartingAClothingLine.com Industry Leader Package (valued at \$675) will be awarded to the “Most Promising Female Designer” and “Most Promising Male Designer.” Additionally, ten semi-finalists will each win the basic Digital Fashion Pro fashion design software (valued at \$199). For more information, please visit FashionAwarenessWeek.com .

StartingAClothingLine's co-Founder Michael Harper said, “Many individuals with creative fashion ideas are afraid to follow their dreams and instead work at traditional jobs. We created FashionAwarenessWeek.com to show them that anything is possible. We want to awaken those who are frustrated because of a lack of drawing ability, knowledge, formal education or contacts and hand them an opportunity on a silver platter. We believe in them.” In fact, some of the most renowned designers in the world pursued their dreams without a formal fashion degree including Tommy Hilfiger, Liz Claiborne, Christian Dior and Fubu.

During DFP Fashion Awareness Week (May 9 – May 15, 2011), the company will donate a portion of its net proceeds from the sales of its books and software to the non-profit organization Dress for Success.

About Dress for Success:

Founded in New York City in 1997, Dress for Success is a not-for-profit organization that offers services that are designed to promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help them thrive in work and in life.

About StartingAClothingLine:

StartingAClothingLine™ is the innovative online retailer of books, software and other resources that make the fashion industry accessible to aspiring designers. At every stage of the process, StartingAClothingLine.com is there to build designer's confidence and shepherd them towards becoming profitable.

With a high profile client list from New York, Paris and Milan, coupled with over 80 colleges and design schools, StartingAClothingLine (www.startingaclothingline.com) has proven to be the most trusted name for effective, efficient and creative resources available to developing designers on the market today.

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