

Proclamation



WHEREAS,

Angela Watts produced a series of fashion-focused events beginning in 2006 until 2012 that laid the foundation for what became Atlanta Fashion Week; in 2013, she formally established RAGTRADE ATLANTA, producing a cohesive series of events under the banner RAGTRADE Atlanta Fashion Week; and



WHEREAS,

by 2019, the platform evolved and rebranded as Atlanta Fashion Week, with RAGTRADE ATLANTA serving as the official production company; that same year, ATLFW secured official support from the City of Atlanta Mayor's Office of Film and Entertainment and Invest Atlanta, solidifying its role as a cultural and economic driver for the city; and



WHEREAS,

ATLFW has facilitated partnerships for designers with major organizations, including the Atlanta Hawks, the Sacramento Kings, and leading wholesale trade shows such as PROJECT MEN and Cobb Show, creating pathways for designers to access new markets, scale their businesses, and expand retail opportunities; and



WHEREAS,

ATLFW entered a new phase of growth in 2025 by announcing a two-year partnership with BMW, while also bringing on Adidas, Clinique, and IKEA as brand partners, marking a significant expansion of its corporate sponsorships and reinforcing its role as one of the most dynamic and influential fashion weeks in the United States; Fulton County's FACE initiative has been a sponsor for ATLFW for the last 3 years;



NOW, THEREFORE, BE IT RESOLVED, That the Fulton County Board of Commissioners recognizes the cultural and economic impact of the fashion industry, and does hereby proclaim October 2-5, 2025, as "**ATLANTA FASHION WEEK**" in Fulton County, Georgia.



Fulton County Board of Commissioners

Attest:


Clerk to the Commission

Commissioner

F U L T O N C O U N T Y