

For Immediate Release

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July 2017, Local Memphis designer, Tiena Gwin of the eponymous brand T I E N A, submitted to Belk's Southern Designer Showcase in hopes to be 1 of 5 finalist that would get to sell items in the stores and online come 2018. While Gwin didn't win the grand prize, she was one of 13 finalists chosen to walk the runway in Charleston, NC at belk headquarters.

To be reviewed Gwin had to submit a resume, 10 looks from a current collection, and a written statement on how her clothes embody a southern and modern style. She was selected out of dozens of applicants by a panel of Belk executives to be one of 13 to present their designs at Belk headquarters in Charlotte, North Carolina, on June 29, 2017.

"We could not have chosen a better group of designers who truly embody Belk's vision," said Nir Patel, Belk executive vice president and general merchandising manager of men's, kid's, home and online. "We are very proud of this year's results."

Tiena Gwin is a member of the Memphis Fashion Design Network and has shown her collections at Memphis Fashion Week over the last three years. Gwin also participated in the Memphis College of Art Continuing Education fashion design classes presented by Memphis Fashion Design Network. Her garments can currently be found on her website [ttiena.com](http://ttiena.com) or at trunk shows held at The Lab by Memphis Fashion Design Network on Flicker St in Midtown.

### **About Belk Southern Designer Showcase**

The Southern Designer Showcase was created in 2012 to celebrate the regional Southern designers who embody Belk's Modern. Southern. Style. "This competition allows us to help aspiring individuals accomplish their dreams, while also giving us access to the latest and greatest in southern fashion," said Nadine Rauer, Belk executive vice president and general merchandising manager of feminine apparel.

### **About Memphis Fashion Design Network**

The Memphis Fashion Design Network is created to support and cultivate local designers and artist in the fashion industry. The non-profit will bring and keep the region's top emerging designers in Memphis where their talent can help fuel economic growth. Key elements for the MFDN are education, workforce development, entrepreneurship and manufacturing.

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