

# Her Campus And U By Kotex Brand Launch College Fashion Week 2012

BOSTON - How do you challenge the norm?

The U by Kotex brand, which has turned the feminine care category upside down with its bold design and attitude, has teamed up with the No. 1 online community for college women, Her Campus, to launch College Fashion Week 2012.

The theme of this first-of-its-kind nationwide event, Upgrade Your Life, will showcase the vision of Her Campus's network comprised of one million monthly readers and 3,000 student ambassadors at more than 200 colleges and universities across the country. Models and designers will express themselves with empowering takes on the classroom, the gym, the weekend and formal attire at four high-energy shows in Boston, Ann Arbor, Mich., Raleigh, N.C. and Santa Barbara, Calif.

"Her Campus readers take immense pride in being the most fun, flirty and fashionable on campus, making an event like College Fashion Week 2012 a priority for us as a company," said Her Campus Co-Founder, President and Publisher Windsor Hanger. "Together, the U by Kotex brand and Her Campus will activate a diverse group of dedicated college women to help shape the success of this event."

Through the partnership and as a presenting sponsor of College Fashion Week 2012, the U by Kotex brand continues its mission to challenge accepted norms and the conversation around feminine care.

"By partnering with Her Campus and helping college women to upgrade everything from their style to their feminine care routine, we want to show women they do not need to compromise their bold sense of style while they are on their period," said Claire Miller, marketing director, Kotex North America. "The latest U by Kotex products, Sleek Tampons and CleanWear Pads, offer great protection and performance through innovative designs, helping women feel confident and prepared."

College Fashion Week was created to pay homage to traditional Fashion Week events in New York, London, Paris and Milan, while placing a student spin on the festivities. In addition to the tour's empowering themes, each look will also be compiled with affordability, practicality and usefulness in mind.

"It was imperative that we stayed true to the event and our readers," said Her Campus Co-Founder, CEO & Editor-in-Chief Stephanie Kaplan. "We want our vision to be attainable and all-inclusive to today's college women."

For more information on College Fashion Week 2012, visit [www.hercampus.com/cfw](http://www.hercampus.com/cfw)

## **COLLEGE FASHION WEEK 2012 SCHEDULE**

September 29

Boston, Massachusetts

The Estate - Boylston Place (The Alley)

October 6

Ann Arbor, Michigan

Necto Nightclub - 516 East Liberty Street

October 13  
Raleigh, North Carolina  
Mirage Nightclub - 400 West North Street

October 20  
Santa Barbara, California  
Carrillo Recreation Center (Carrillo Ballroom) - 100 East Carrillo Street

All shows take place from 6:00 PM - 9:00 PM

### **About Her Campus**

Her Campus ([www.hercampus.com](http://www.hercampus.com)) is the #1 online community for college women with chapters at 200+ colleges across the country, supplementing national content with local content, produced entirely by the nation's top student journalists. Her Campus also serves as a marketing platform connecting companies with college students across the country in creative ways.

Founded by three Harvard students - Stephanie Kaplan '10, Windsor Hanger '10, and Annie Wang '11 - Her Campus launched in September 2009 after winning sHarvard's business plan competition, and has since grown to 1 million monthly readers with chapters at 200+ colleges. The company has formed content partnerships with Seventeen magazine, SELF magazine and The Huffington Post, and worked with clients including Victoria's Secret PINK, Intel, Bing, LOFT, New Balance, Pinkberry, Merck and Contiki among others.

Her Campus was a 2011 winner and was named Best All-Around Team in MassChallenge, the world's largest startup competition. Her Campus has been featured in the The New York Times, Yahoo Finance, Fast Company, Forbes, PR Week, Mashable, The Economist, AOL Money College, CNN Money, CBS MoneyWatch, Business Insider, U.S. News & World Report, and on ABC News Now and Fox25 News, among others. The Her Campus co-founders have been named to BusinessWeek's 25 Under 25 Best Young Entrepreneurs, Inc. magazine's 30 Under 30 Coolest Young Entrepreneurs, Glamour magazine's 20 Amazing Young Women, and The Boston Globe's 25 Most Stylish Bostonians.

### **About the U by Kotex Product Line and Kimberly-Clark**

U by Kotex, the newest line of feminine care products (tampons, pads and liners) from Kimberly-Clark, provides outstanding product performance complemented by a colorful, cool design and attitude. Black boxes and neon wrappers signify the bold stand that U by Kotex is taking to turn current category conventions upside down. U by Kotex was voted feminine care Product of the Year in a survey of 60,493 people by TNS in 2011.

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 140-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).