

SOCIETY FASHION WEEK

FOR IMMEDIATE RELEASE

The SOCIETY Fashion Week
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The SOCIETY Welcomes Patrick Cox

Greenville, SC - December 31, 2018 - The SOCIETY is extremely delighted to partner with Internationally Famed photographer and Multimedia Company Patrick Cox of Cox Photography (<https://coxphotography.net/>).

The global role will have an initial three-year tenure and will support the organization in its goal to further develop The SOCIETY's brand awareness, while also expanding our behind the scenes story. Patrick will partner closely with The SOCIETY team to help boost support for The SOCIETY brand on a global scale for not only Greenville Fashion Week, but also some of the largest global Fashion Week's such as New York, London, Los Angeles, Miami, and Dallas Fashion Week's.

In addition, Patrick will join The SOCIETY's International Board as well as Greenville Fashion Week's Board to continue and further expand our quick rise within the Fashion Industry throughout the world.

About Patrick Cox

Clients seek Patrick out for his breadth – and depth – of experience. His photojournalism is featured in publications both local and international, from At Home in the Upstate to National Geographic. Brides love him – his portfolio features some 600 weddings – and he's also popular for commercial and fine art images.

Patrick's personal mission is to make images that matter. A recent photojournalism project, for example, brought awareness to the plight of the homeless. His pro bono portfolio is filled with work on behalf of unfortunate children. He photographs terminally ill patients at the GHS Children's Hospital to ensure all parents receive a final, cherished keepsake, and he volunteers for the South Carolina Heart Gallery, a project that uses the power of photography to find homes for hard-to-place children lingering in foster care.

"I capture their personalities in images that best present them to potential adoptive parents," Patrick explains. "I want to show the softer side of kids who are considered tough cases."

About Greenville Fashion Week powered by The SOCIETY

The SOCIETY is a globally renowned fashion production company and one of the largest brands within PLATOON Entertainment's scope of events and productions. Their signature events include New York, Los Angeles, London, and Dallas Fashion Weeks in addition to Miami Swim Week. Known for pushing the boundaries of what can be accomplished, as well as continually developing new innovations such as Shoppable Video, their shows have quickly become an Internationally acclaimed experience. Producers Krissy and Brady King are joined by a team of Upstate community leaders who believe in the mission and support the Official Greenville Fashion Week focus, goals and philosophy. Best of all...the entire team is homegrown right here in Greenville, South Carolina. #yeahthatgreenville

Should you have any questions, please do not hesitate to reach out to us directly so we can address any questions or concerns you may have. We are looking forward to another incredible, successful year of fashion and philanthropy.