

FASHION WEEK
EL PASEO

FASHION
FOOD & WINE

MARCH 22-28, 2010

FOR IMMEDIATE RELEASE
December 11, 2009

**FASHION WEEK EL PASEO TURNS 5
WITH A NEW PAIRING: “FASHION FOOD & WINE”**

“The Most Anticipated Week of the Year!”

PALM DESERT, CA — The fifth annual Fashion Week El Paseo will unfold in Palm Desert with a delectable new addition: ***Fashion Food & Wine (March 22-28, 2010)***. The venture will pair everyone’s favorite passions — seeing the best in fashion design and enjoying impeccably prepared food with ultra-premium champagnes Schramsberg and Piper Heidsieck, as well as some of the world’s top varietals and vintages, including Sonoma-Cutrer, Hess Estates, and Silverado Vineyards.

Fashion Week El Paseo will unfold in the Big White Tent located at Larkspur and El Paseo, March 22-28, 2010. Here are program highlights:

Monday, March 22: *Runway Bar El Paseo Fashion Show* featuring designs from 15 top El Paseo stores. A sellout each year, this show ranges from one-of-a-kind designs by local designers to name brands from around the world. Its narrative impresses as El Paseo’ sophistication comes to life as a dynamic, world-class fashion destination.

Tuesday, March 23: *ASID Project Runway* has top ASID-member interior designers using materials from their trade — fabrics, tiles, and paints — to design innovative creations in high fashion. Inspiring and entertaining, the show brings home style to life.

Wednesday, March 24: Fashion design from around the world converges on El Paseo for an evening of adventure. You will be guided to known centers of design — Paris,

New York, London, Milan, and the emerging Bahamas, Africa, and California to discover the latest in well-known styles and hidden gems of emerging artistry.

Thursday, March 25: Top graduating students of Fashion Institute of Design & Merchandising (FIDM) present their collections in the West Coast design juggernaut *Debut 2010*. If you want to stay a head of the curve and see what truly is next as interpreted by California's premier design school, you want a front-row seat. All designers will be in attendance to provide a special chance to hear what inspired them.

Friday, March 26: *Men's Night*. Rugged, refined, sexy, and sophisticated men's fashions take to the runway in one of the most spirited evenings of the week. (Designer to be announced)

Saturday, March 27:

- *Fine Dining and Premium Wine Tasting* featuring 10 celebrity chef demonstrations, 35 of the top fine dining restaurants from throughout Southern California, and more than 40 premium wine and champagne purveyors courtesy Young's Market-The Estates Group. 11 a.m. to 4 p.m.
- *Designer of the Week Fashion Show* on stage, featuring a couture fashion designer. 7:30 p.m.

Sunday, March 28: *Live Fire Grilling and Wine and Microbrewery Tasting with the Food Network's Build a Better Burger Contest* featuring 10 celebrity chef demonstrations; 30 of the top grill, brick oven, and live fire restaurants throughout Southern California; and more than 25 wines and beers and lagers. Noon to 5 p.m.

For more information, tickets, or sponsorship opportunities, contact Michael Mathews, Marketing Director, *Palm Springs Life*, at 760-325-2333 or via e-mail at michaelm@palmspringslife.com. Updates and tickets at www.fashionweekelpaseo.com.