



FOR IMMEDIATE RELEASE

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**GLAMOUR, STYLE AND FUN WILL STAR ON THE RUNWAY
AT FASHION WEEK EL PASEO IN PALM DESERT**

Events Showcase the Best of West Coast Design, March 20-28, 2011

Palm Springs, CA (March 14, 2011) — Fashion Week El Paseo (March 20-28, 2011) will be the epicenter of fun, glamour and style, as the runway roars into action under the Big White Tent in Palm Desert.

The 6th annual Fashion Week El Paseo unfolds with a variety of entertaining events, including daily in-store promotions (trunk shows, informal modeling, fashion seminars, and champagne receptions) and thrilling evening runway shows. More than 50 luxury brands and El Paseo merchants will participate throughout the week.

Sunday, March 20, 10:30 a.m. – 2:30 p.m. – *Style & Beauty Bash*

Revel in a day of pampering with make-up and hair makeovers by professionals from more than 15 salons. Tickets: \$30 per service. Appointments may be made at 800-775-7256; walk-ins are also accepted.

Sunday, March 20, 7 p.m. – *The Best of Saks Fifth Avenue*

The legendary fashion retailer presents the opening-night runway event, showcasing the trends for spring 2011. Tickets for the runway show: \$65 for reserved seats, \$50 general admission, \$25 students.

Monday, March 21, 6 p.m. – *Wine, Chocolate & Shoes with El Paseo Runway Bar*

An evening of stylish fashions presented by more than 15 El Paseo designers and stores will be preceded by a fun wine and chocolate reception. Fabulous shoes will be paired with wine and chocolate carried on silver trays by male models courtesy of Saks Fifth Avenue. The evening benefits the Girlfriend Factor, a nonprofit organization that offers women educational opportunities. Tickets: \$80 reserved seats, \$65 general admission, \$25 students. Cuistot Restaurant in Palm Desert will host an after-party.

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Tuesday, March 22, 7 p.m. – *A Rockin' Roberge Spectacular*

El Paseo boutique InSanity owner Denise Roberge presents a runway show of edgy, sophisticated designs with an after-party at her popular restaurant, Augusta, on El Paseo. This event benefits Coachella Valley Autism Society and Loving All Animals. Tickets: \$100.

Wednesday, March 23, 11 a.m. – *True Glitz: Rendezvous, Rodeo & Rhinestones*

Enjoy a retrospective of Western fashions through the decades, ending in a dramatic flourish with the exquisite collection of rhinestone jackets created by Nashville couturier Manuel. Guests will sip cocktails, sample hors d'oeuvres, and be entertained by pianist David Bourne from the HBO series *Deadwood*. Proceeds benefit United Way. Tickets: \$65 reserved seats, \$50 general admission, and \$25 students.

Wednesday, March 23, 10 a.m – 2 p.m. – *Fashion Week Spa Day*

This event captures the Fashion Week spirit of health, beauty and wellness, providing the public with free professional advice from the staff of the desert's finest spas and samples of beauty products. Held on the lawn of The Gardens on El Paseo, Fashion Week Spa Day is free to the public.

Wednesday, March 23, 7 p.m. – *An Evening of Project Runway Style*

Project Runway Season 8 designers Michael Costello, Mondo Guerra, and Christopher Collins present new, original collections in individual runway shows. Another highlight will be a performance by *American Idol* finalist Kimberly Locke. Tickets: \$65 for reserved seats, \$50 general admission, and \$25 students. The fun continues at the Black Swan after-party at The Riviera Palm Springs resort.

Thursday, March 24, 7 p.m. – *FIDM's Debut 2011*

Top students and emerging young designers from the prestigious Fashion Institute of Design and Merchandising in Los Angeles present their first couture collections in their own runway event, Debut 2011. A pre-show reception will be hosted by Fashion Group International® of Palm Springs and Desert Communities. The celebration continues with an after-party at the Alicia Armstrong Gallery, which features the art of Christina De Musée. Tickets: \$65 for reserved seats, \$50 general admission, and \$25 students.

Friday, March 25, 5 - 6 p.m. – *Furry Friends Fashion Show*

The lawn at The Gardens on El Paseo will roll out a red carpet for the best and most stylish fashions for our four-legged friends. This event benefits Guide Dogs of the Desert, tickets are \$12 per two-legged person.

Friday, March 25, 7 p.m. – Trina Turk: Palm Springs Eternal

Fashion designer Trina Turk follows the smashing New York Fashion Week debut of her spring/summer collection, *Palm Springs Eternal*, with a high-energy runway show in the Coachella Valley, her part-time home where she has gained inspiration for her elegantly casual designs. Her designs evoke poolside glamour; her signature bold, colorful retro designs have gained a loyal national following.

Tickets: \$65 reserved seats, \$50 general admission, and \$25 students. This event benefits Desert Outreach Foundation, host of the preshow cocktail reception. The after-party will be held at The Viceroy in Palm Springs.

Saturday, March 26, 2-5 p.m. – Bring Your Own Camera

Professional models will pose for all amateur and professional fashion photographers who *Bring Your Own Camera*, hosted by Melissa Morgan Fine Art. Taylor Sherrill Photography will provide professional lighting. The event, presented by the Palm Springs Art Museum Photography Collection Council, will provide the ideal setting for learning tips from celebrity/fashion photographer Michael Childers while also enjoying refreshments. Tickets: \$20 PCC council members, \$25 nonmembers. Contact Brooke Devenney at 760-322-4818.

Saturday, March 26, 7 p.m. – Oliver Tolentino – Designer of the Week

Designer of the Week Oliver Tolentino provides a dramatic climax to a fun-filled Fashion Week El Paseo with a glamorous runway show of his elegant red carpet and bridal gowns. Tickets: \$90 reserved seats, \$75 general admission, and \$25 students. The after-party will be held at The ACE in Palm Springs.

The annual Fashion Week El Paseo, produced by *Palm Springs Life* magazine in partnership with the City of Palm Desert, is the premier West Coast fashion event, providing a week of high-quality fashion events geared to the consumer as well as the fashion industry. Fashion Week El Paseo sponsors also include El Paseo Merchants Association, The Gardens on El Paseo, El Paseo Village, and El Paseo Jewelers.

For more information, tickets, or sponsorship opportunities, contact Michael Mathews at *Palm Springs Life*, 760-325-2333 or e-mail michaelm@palmspringslife.com, For updates and tickets log on to www.fashionweekelpaseo.com.

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