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THE 8TH ANNUAL INTEGRATED WEALTH MANAGEMENT FASHION WEEK EL PASEO™ UNFOLDS MARCH 15-23, 2013 IN PALM DESERT, CALIFORNIA

Palm Springs, CA (December 6, 2012) – The eighth annual Integrated Wealth Management Fashion Week El Paseo 2013 unfolds March 15-23, 2013 under the "Big White Fashion Tent" in the heart of Palm Desert's most celebrated shopping district: El Paseo.

Fashion Week El Paseo™ showcases the newest collections by top designers as well as fresh ideas by emerging designers and is the premier West Coast fashion event. The event has supported over 20 desert-based charities and boasts attendance of around 11,500.

The nine-day event includes spectacular runway shows, glamorous trunk shows, after-parties and numerous in-store events. The schedule of events includes:

Friday, March 15 - The Best of Saks Fifth Avenue, 7:00p.m.

The Best of Saks Fifth Avenue showcases the finest women and men's designer clothes from its spring 2013 collections.

Saturday, March 16 - Le Chien Couture Fashion Show Featuring Linda Higgins, 5:00p.m.

This event begins with champagne and hors d'oeuvres, a silent auction and jazz music followed by Classy Doggie Designs' Linda Higgins presenting her collection for four-legged models with the latest spring fashions. Proceeds benefit Desert Humane Society.

Sunday, March 17 - Style and Beauty Bash, 9:00a.m.-3:00p.m.

More than 30 salons and spas and their best stylists help you prepare for the week of fashion. Services include hair styling, cuts, makeup applications, as well as shaving and haircuts for men are offered for a \$30 donation benefitting local charities. An *Extreme Hair and Makeup Showcase* runs throughout the day.

Sunday, March 17 - Designer to be announced

Monday, March 18 - FIDM/Fashion Institute of Design & Merchandising presents A Salute to Three Decades of Debut Graduates, 7:00p.m.

Celebrate the work of more than three decades of designers who have appeared in *Debut*, the college's annual homage to its graduating fashion talent. Their work includes day and evening fashions, as well as a special collection of fashion jewelry. A one-hour cocktail reception precedes the show. The event is graciously supported by Victoria and John Hill and benefits Junior League of Palm Springs Desert Communities.

Tuesday, March 19 - Sunnylands Chic, 10:00a.m. - 3:00p.m.

Enjoy a runway exhibition of Leonore Annenberg's fashions that shaped an era and inspired six handpicked California couture designers to create their interpretations.

Tuesday, March 19 - El Paseo Runway, 6:30p.m.

The Girlfriend Factor, a local nonprofit providing education grants to women seeking to improve their economic position in life, hosts a cocktail reception followed at 8:00p.m. by a runway spectacular featuring the newest and best of spring 2013 fashion from more than 15 El Paseo stores.

<u>Wednesday, March 20 - Press Conference with Michael Costello and Project Runway Designers, 10:00a.m. - 10:45a.m.</u>

Press and general public are welcome to attend.

Wednesday, March 20 - The Drama and Designs of Project Runway, 7:00p.m.

Participating again this year is the desert's own and *Project Runway* All-Star, <u>Michael Costello</u>. Costello will debut his spring 2013 collection and will share the runway with 12 other *Project Runway* designers.

<u>Thursday, March 21 - Trunk Show, 11:00a.m. - 2:00p.m.</u>

Michael Costello and *Project Runway* designers and their collections will be available for personal consultations and purchases.

Thursday, March 21 - Sue Wong, 7:00p.m.

<u>Sue Wong</u> dazzles with her revered, age-old couture techniques implemented by the finest couture houses in Europe, evoking the allure and glamour of eras such as Weimer Berlin, 1930s Shanghai, Precode Hollywood, and Manhattan's gilded Jazz Age.

Friday, March 22 - Sue Wong Trunk Show, 11:00a.m. - 2:00p.m.

Sue Wong and her collections will be available for personal consultations and purchases.

Friday, March 22 - Houghton Designer, Katharine Polk, 7:00p.m.

Houghton's head designer, <u>Katharine Polk</u>, debuted her first RTW collection during the 2012 Fall/Winter Fashion Week at New York's Lincoln Center. Originally from Malibu, Polk graduated from FDIM/Fashion Institute of Design & Merchandising in Los Angeles and began her career in New York City.

Saturday, March 23 - Gilbert Chagoury, Designer of the Week, 7:00p.m.

<u>Gilbert Chagoury</u> of Chagoury Couture debuts his spring 2013 collection of red carpet-worthy designs. The Dior-trained Beverly Hills couturier uses the finest fabrics to create exciting designs.

For more information or to purchase tickets, please visit: http://www.fashionweekelpaseo.com/.

A *Palm Springs Life* event, Integrated Wealth Management Fashion Week El Paseo 2013 is presented by Integrated Wealth Management with sponsorship support from the City of Palm Desert, El Paseo Merchant's Association, Plummers, The Gardens on El Paseo, El Paseo Village, International School of Beauty, TRIO, El Paseo Jewelers and Time Warner Cable.

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About Palm Springs Life

Palm Springs Life magazine has represented the greater Palm Springs area for more than 50 years. Their award-winning monthly publication, recognized as "California's Prestige Magazine," is a perfect reflection of the special lifestyle of the desert resort communities. *Palm Springs Life* monthly editorial includes: the social scene, upcoming events including major golf and tennis tournaments, luxury homes, fine dining, fashion, travel, the arts and profiles of celebrity and business leaders.

About ID.CREATIVE

ID.CREATIVE is a full-service creative and media services agency with offices in Austin, Texas and Palm Springs and Los Angeles, California. The agency focuses on creating, advancing and protecting brands, online and offline, across all channels.