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The 8th Annual Integrated Wealth Management Fashion Week El Paseo™ Raises Over \$80,000 for 20 Charities and Hosts Over 40 West Coast Designers

Palm Springs, CA (April 15, 2013) –One of the most celebrated fashion events on the West coast, Integrated Wealth Management Fashion Week El Paseo™, raised over \$80,000 that was distributed to 20 local and national charities. Fashion Week El Paseo™ saw a 16 percent increase in attendance hosting almost 13,000 people at this year's nine-day fashion event.

But what differentiates Fashion Week El Paseo™ from other fashion events is the platform it provides that allows consumers to interact and engage directly with the designers. Headlining designers this year included Katharine Polk, Sue Wong, Victor Tung, and Gilbert Chagoury, as well as 12 Project Runway contestants. Each designer presented their collection to hundreds of attendees during the trunk shows allowing for a one-on-one opportunity between designer and consumer.

"Fashion Week El Paseo™ allowed me to connect with my customers and numerous people in the industry which is a great advantage for a designer," said Gilbert Chagoury.

Sue Wong said, "It was truly a special pleasure to take part in this unique event and be able to bring my fashions to such a sophisticated audience. I couldn't have chosen a better venue to debut my latest collection than at this wonderful venue."

Fashion Week El Paseo™ is the largest consumer fashion event on the West coast and continues to grow each year due to a stellar line-up of top and emerging designers, diverse programming, and an array of special events and after-parties. Fashion Week El Paseo™ showcased over 40 designers, hosted nine runway shows, and had four trunk show events. As well, six FIDM/Fashion Institute of Design and Merchandising "Debut" designer graduates presented their collections created specifically for this show.

For more information or to become a sponsor for Fashion Week El Paseo™ 2014, please visit:
<http://www.fashionweekelpaseo.com/>.

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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, Bebe, International School of Beauty, J Russel! The Salon, Island Hotel Newport Beach, The Resort at Pelican Hill, Just Blow Drys, Wink Lash & Beauty Bar, Voss, European Wax Center, TRIO, El Paseo Jewelers, Cosmopawlitan Café & Boutique, Eco Board, Shear Hair Design ,Time Warner Cable and Desert Radio Group.

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About Palm Springs Life

Palm Springs Life magazine has represented the greater Palm Springs area for 55 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.