



**FASHION WEEK EL PASEO™ 2013 FEATURES COUTURIER GILBERT A. CHAGOURY AS
DESIGNER OF THE WEEK AT THE BIG WHITE TENT**

LOS ANGELES, CA (March 12, 2013) – Designer Gilbert A. Chagoury, in association with Integrated Wealth Management Fashion Week, will unveil his new collections with a distinctive, elegant and electrifying runway show on Saturday, March 23rd at 7pm at El Paseo Fashion Week. As the prestigious Designer of the Week, more than 1,000 guests will attend the Chagoury fashion show in the main tent at the heart of the Coachella Valley’s most celebrated shopping district.

The showcase for marquee designer Chagoury will consist of 68 looks that range from haute couture Fall/Winter 2013 to his very first ready-to-wear capsule collection.

“It is a great pleasure to be part of El Paseo Fashion Week this year,” says Chagoury, who skyrocketed into the fashion stratosphere after creating custom couture gowns for celebrities such as Katy Perry, Milla Jovovich and Eva Longoria. “Being named Designer of the Week is truly an honor, and I look forward to unveiling my vision of prêt-a-porter here for the first time.”

The runway show will open with a range of exquisite ready to wear designs that are a seamless adaptation of Chagoury’s couture aesthetic, incorporating techniques like paneling and pleating with his signature lace details and intricate work. Chagoury’s first ready-to-wear collection is inspired by French elegance and sophistication, skillfully teasing the fortitude of the female form with brocade trousers, hourglass blazers and variations on the female tuxedo. The show will be divided into two segments, culminating in a showcase of Chagoury’s couture collection titled “Shattered Innocence”. The collection is a portrait of lavish gowns reminiscent of the grandiose Victorian era, featuring fire red embroideries, shades of nude and black, adorned by imported French lace and endless yards of silk and tulle.

Cocktails and hors d'oeuvres are served in the plummer’s tent from 7pm to 8pm. The fashion show will start at 8pm, and the after party will take place in the plummer’s tent at 9pm.

About Chagoury:

Born in Lebanon and raised in Paris, Gilbert A. Chagoury created a new paradigm in fashion, melding French refinement and Middle Eastern opulence. After graduating from Parsons School of Design, Chagoury worked for legendary designer Christian Dior in Paris, where he not only advanced his skills as a couturier, but also acquired an air of French refinement that continues to translate through his work. Upon moving to Los Angeles, Chagoury recognized an untapped market for his trade. With no European-style ateliers or truly custom couturiers, the designer successfully filled this void with the launch his eponymous Beverly Hills-based collection in 2009. Today, Chagoury continues to build a loyal following of elite clientele, who are drawn to his instinct for luxury, distinguished skill and unique, personalized service.

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