

Saxony Group  
**FASHION**  
**WEEK** EL 2014  
PASEO™  
Presented by JM Couture

For IMMEDIATE RELEASE  
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Fashion Week El Paseo™ 2014 Officially Opens  
with a Spectacle of Style, Beauty, Fitness and Fun

Palm Springs, CA (February 17, 2014) - The ninth annual Fashion Week El Paseo™ 2014 kicks off seven days of fashion, beauty, and lifestyle events commencing with a cavalcade of must-attend extravaganzas on March 16: the “Style & Beauty Bash”, “Extreme Hair & Makeup Showcase”, “Fashion Frenzy”, and Le Chien's "Famous Dogs of Hollywood".

The day begins with “Style & Beauty Bash” 9am at the Toscana Country Club Runway Tent where Coachella Valley’s leading beauty experts from more than thirty salons, spas, and cosmetics companies will be lending their pampering skills featuring professional hair styling, makeup, brow shaping, manicures, spray tanning, men's shavings, massages and much more. Among the participants, Style & Beauty Bash sponsor Strands Hair Color, will be awarding two full tuition scholarships to the International School of Beauty, Inc. for cosmetology. Simultaneously, a complimentary yoga class will be conducted by lululemon in the Rancho Las Palmas Garden from 9-10am. Also slated is the Extreme Hair & Makeup Showcase, an exhibit of lavishly creative beauty looks conceived for the runway.

Concurrently, the first-ever Fashion Frenzy (9:30am to 3:30pm) showcases a shopper’s paradise of finds from twenty different boutiques such as BG's Eclectic, Diane's Beachwear, Harriet Selling, Designer Rentals and She She for Free People. Eye-catching jewelry pieces by Joe Viiliawan and Alexis Hunter can also be found among the stretch of designer vendors presenting their finest collections in unique pop up shops in a space adjacent to the Toscana Country Club Runway Tent. These amazing fashions will also be highlighted at the Fashion Frenzy fashion show at 11:30am. Refreshing beverages from Style & Beauty Bash sponsor Fresh Juice Bar, will be served to rejuvenate the guests throughout the events.

The opening day festivities then turn the spotlight on Le Chien's "Famous Dogs of Hollywood" cocktail reception at 5pm and the fashion show at 6pm. Donors and their four-legged friends will walk the stage in exuberant couture ensembles from an

assortment of doggie designers. Cocktails, music, entertainment, and a silent auction will also encompass the delightful evening. This stylish canine show is being sponsored by The Resort at Pelican Hill and Island Hotel Newport Beach.

All these *Palm Springs Life* events raise funds to support local charities including American Business Women's Association, American Heart Association, Skin Cancer Foundation, The GirlFriend Factor, National Multiple Sclerosis Society, the Humane Society of the Desert, and others. For more information or to purchase tickets please visit <http://www.fashionweekelpaseo.com/>

#### 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.