



For IMMEDIATE RELEASE
Media Contact Dorothy Mannfolk
MANNFOLK PUBLIC RELATIONS
dorothy@mannfolkpr.com (323) 460-2633

Palm Springs, CA (December 17, 2013) – *Palm Springs Life* magazine is pleased to announce Saxony Group as the title sponsor and JM Couture as the presenting sponsor for the ninth annual Fashion Week El Paseo™ 2014 slated for March 16-22. Les Walgreen, president of Saxony Group stated: *"Our mission is to create unparalleled projects in the Coachella Valley by taking a creative and progressive approach. As a leader in the Coachella Valley, Saxony is committed to providing premiere service and ground-breaking opportunities. Fashion Week El Paseo has offered us an unparalleled opportunity to embrace the community in accepting us as the Title Sponsor and one of our companies, JM Couture as the Presenting sponsor."*

Held on El Paseo in Palm Desert, CA-the epicenter of luxury retail in the greater Palm Springs area- this consumer-and industry-driven event is widely acknowledged as the premier West Coast fashion event of the season. 2014 marks the official debut of JM Couture which headlines with a runway show and the grand opening of its flagship store. Founded by Jim Mullin, JM Couture is a subsidiary brand of the Saxony Group. JM Couture features a range of collections including Black Label, White Label, Wet, Privet and Jewelry/Accessories.

The seven-day fashion, beauty and lifestyle extravaganza kicks off under the "Big White Fashion Tent" on Sunday, March 16 with the Style and Beauty Bash where beauty pros will be lending their expertise to raise funds for local charities. The following days will be packed with an array of spectacular runway and trunk shows featuring the latest collections of top and emerging designers, as well as meet-and-greet cocktail receptions and after-parties. Other highlights include El Paseo Night presents "Street Seen on El Paseo", the appearance of Michael Costello and Project Runway designers, the Le Chien dog couture show, the Best of Saks Fifth Avenue, a showing of the collections of top graduating students from the Fashion Institute of Design and Merchandising (FIDM), and internationally-acclaimed Zang Toi as Designer of the Week.

Susan Stein, fashion editor of *Palm Springs Life* magazine, who co-produces the yearly event, is thrilled to welcome JM Couture. "The line is an excellent complement to Fashion Week El Paseo™," she said. "Each year, we endeavor to present a cross section of the finest labels from high caliber designers. We are very proud of the standards we've set and continue to try and outdo ourselves each year." The event draws a yearly attendance of over 13,000 leading fashion and entertainment personalities. Since its inception, Fashion Week El Paseo has supported over 100 local charities including Fashion Group International Inc., The Girlfriend Factor, Variety, The Children's Charity, Junior League of Palm Springs Desert Communities, Desert Outreach and the Humane Society of the Desert.

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

A *Palm Springs Life* event, Fashion Week El Paseo™ 2014 is presented by the Saxony Group and JM Couture with sponsorship support from the City of Palm Desert, Toscana Country Club, El Paseo Merchant's Association, The Gardens on El Paseo, El Paseo Village, International School of Beauty, TRIO, El Paseo Jewelers, Wink Lash & Beauty Bar, Just Blow Drys, Omni Hotels & Resorts Rancho Las Palmas, John & Victoria Hill, Strands Hair Color, and Time Warner Cable.

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.