

»» What is Fashion Week El Paseo™?

The 9th annual Fashion Week El Paseo™ takes place March 16-22, 2014 as the premier West Coast fashion event to showcase the newest collections by top designers and cutting-edge, emerging West Coast designers. The West Coast's groundbreaking, consumer-driven fashion experience, Fashion Week El Paseo offers a week of high-quality fashion events and entertainment for both the consumer and the fashion industry.

The event features Michael Costello sharing the runway with four unique *Project Runway* designers, and our 2014 Designer of the Week Zang Toi, plus debut graduates of FIDM/Fashion Institute of Design & Merchandising, the Best of Saks Fifth Avenue, and El Paseo's Runway Night.



GERRY MACEDA

»» 2014 Schedule of Events

	SUNDAY, MARCH 16
9 A.M. - 3 P.M.	Style and Beauty Bash
9:30 A.M.	
2:30 P.M.	Fashion Frenzy
	LE CHIEN presents
	"Famous Dogs of Hollywood"
5 P.M.	Cocktail Reception
6 P.M.	Fashion Show
	<i>The show benefits the</i>
	<i>Humane Society of the Desert.</i>
	MONDAY, MARCH 17
	FIDM/Fashion Institute of Design
	and Merchandising most recent
	graduating debut students present
	their collections.
7 P.M.	Cocktail Reception
8 P.M.	Fashion Show
	<i>The show benefits</i>
	<i>Junior League Palm Springs</i>
	<i>Desert Communities.</i>
	TUESDAY, MARCH 18
	El Paseo Runway Night presents
	"Street Seen on El Paseo"
6:30 P.M.	Little Black Dress Cocktail Reception
8 P.M.	Fashion Show
	<i>The show benefits</i>
	<i>The GirlFriend Factor.</i>

WEDNESDAY, MARCH 19
 10 A.M. **Meet & Greet with Michael Costello and Project Runway Designers**

The Superstars of Project Runway
 7 P.M. **Cocktail Reception**
 8 P.M. **Fashion Show**

THURSDAY, MARCH 20
 10 A.M. - 2 P.M. **Trunk Show**
Michael Costello & Project Runway Designers

JM Couture Presents "Life is a Runway"
 7 P.M. **Cocktail Reception**
 8 P.M. **Fashion Show**

FRIDAY, MARCH 21
The Best of Saks Fifth Avenue
Benefitting Women's Leader Forum and Variety, The Children's Charity
 7 P.M. **Cocktail Reception**
 8 P.M. **Fashion Show**
 9 P.M. **After Party**
Join Saks Fifth Avenue and Palm Desert Art Museum in Palm Desert. Attendance is complimentary with a Fashion Week show ticket.

SATURDAY, MARCH 22
Designer of the Week, Zang Toi presented by Trilogy at The Polo Club
Benefitting Fashion Group International Palm Springs
 7 P.M. **Cocktail Reception**
 8 P.M. **Fashion Show**

»» Fashion Week El Paseo™ 2013 Facts

Attendance: 12,986 (16% increase from 2012)

Geographic Composition of Attendees: Coachella Valley - 53%; Out-of-Market - 47%

Economic Impact: \$3,475,680

Business Comparison: \$1,437,920 (2013); \$1,134,240 (2012): 27% increase

Style & Beauty Bash Participants: 23 salons, 2 spas and OPI Nails

El Paseo Shopping Passport Participants: 44 stores with 1,202 store visits

El Paseo In-Store Events Participants: 350 separate in-store events / 72 stores participating

Sponsors & Partners: 22 sponsors / 26 partners

Charities: 19, receiving over \$80,000

Volunteers: 200



YASIN CHAUDHRY / COURTESY PALM SPRINGS LIFE

»» For More Information

For more information on Fashion Week El Paseo 2014:

www.fashionweekelpaseo.com

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A **Palm Springs Life** Event