Saxony Group

FASHION WEEK

EL PASEO

MARCH 21-28, 2015

The tenth annual **Fashion Week El Paseo**™ unfolds March 21-28, 2015 on Larkspur Lane between El Paseo and Shadow Mountain in the heart of Palm Desert, California's most celebrated shopping district: El Paseo.

Fashion Week El Paseo™ showcases the newest collections by top designers as well as fresh ideas by emerging designers. Produced by Palm Springs Life, it has become one of the Coachella Valley's most popular events.



FASHION WEEK EL PASEO™ FACTS: 2014

ATTENDANCE

12,120 (1,731 per day)

GEOGRAPHIC COMPOSITION OF ATTENDEES

Coachella Valley - 53%; Out-of-Market - 47%

ECONOMIC IMPACT

\$2,964,400

BUSINESS COMPARISON

\$772,096 (additional sales reported during Fashion Week at The Gardens on El Paseo and El Paseo Village)

STYLE & BEAUTY BASH PARTICIPANTS

21 salons and spas

EL PASEO SHOPPING PASSPORT PARTICIPANTS

37 stores with 363 store visits

EL PASEO IN-STORE EVENTS PARTICIPANTS

357 separate in-store events / 63 stores participating

SPONSORS & PARTNERS

71 sponsors / 20 partners

CHARITIES

21, receiving over \$69,000

VOLUNTEERS

200



Saturday, March 21
10TH ANNIVERSARY CELEBRATION

Reception, 6:30 pm; Show, 8:00 pm

Sunday, March 22

LE CHIEN PRESENTS CANINE COUTURE DESIGNER LOLA TEIGLAND

Reception, 5:00 pm; Show, 6:00 pm

Monday, March 23 EL PASEO ROCKS

Reception, 6:30 pm; Show, 8:00 pm

Tuesday, March 24

MEET & GREET WITH MICHAEL COSTELLO AND PROJECT RUNWAY DESIGNERS

10:30 am-11:30 am

STARS OF PROJECT RUNWAY

Reception, 6:30 pm; Show, 8:00 pm

Wednesday, March 25

TRUNK SHOW: PROJECT RUNWAY DESIGNERS

11:00 am - 2:30 pm

MICHAEL COSTELLO COUTURE PRESENTS

Reception, 6:30 pm; Show, 8:00 pm

Thursday, March 26

TRUNK SHOW: MICHAEL COSTELLO

11:00 am - 2:30 pm

FIDM/FASHION INSTITUTE OF DESIGN & MERCHANDISING 2015 COUTURE DEBUT SHOW

Reception, 7:00 pm; Show, 8:00 pm

Friday, March 27

SAKS FIFTH AVENUE PRESENTS ROBERTO CAVALLI 2015 FALL

COLLECTION

Reception, 7:00 pm; Show, 8:00 pm

Saturday, March 28 FASHION WEEK FINALE

Reception, 6:30 pm; Show, 8:00 pm

MORE INFORMATION+CONTACTS

For more information on Fashion Week El Paseo™, visit fashionweekelpaseo.com

Event Contact:

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A Palm Springs Life Event