Saxony Group

FASHION WEEK™

EL PASEO

MARCH 21-28, 2015

PALM SPRINGS LIFE ANNOUNCES 10TH ANNIVERSARY OF
SAXONY GROUP FASHION WEEK EL PASEO™ 2015

FOR IMMEDIATE RELEASE:

Palm Springs, CA (January 13th, 2015)- Palm Springs Life is pleased to announce Saxony Group as the title sponsor of the tenth annual Fashion Week El Paseo™ 2015 slated for March 21-28. The milestone event marks a celebration of the decade long consumer-and industry-driven festivity held on El Paseo in Palm Desert, CA-the epicenter of luxury retail in the greater Palm Springs area. Widely acknowledged as the premier West Coast fashion event of the season, the eight-day fashion and lifestyle extravaganza will be launched on March 21. The succeeding days are scheduled with an array of spectacular runway and trunk shows featuring the latest collections of top and emerging designers, as well as meet-and-greet receptions.

Susan Stein, fashion editor of Palm Springs Life magazine, who co-produces the yearly event says, "This is a momentous year for us. We've always delivered amazing designers with unique couture collections and we wanted to show something truly special for the anniversary. We couldn't be prouder to have eight of our previous couture designers grace the runway once more with their newest collections. I believe we are the only fashion week with eight returning designers from the last ten years coming together in one show!" This event will be held on opening night March 21, 2015. Other upcoming highlights include the Le Chien canine couture show, a benefit for the Humane Society of the Desert; El Paseo Rocks featuring fashions from fifteen boutiques on El Paseo; a cocktail reception meet-and-greet with designer Michael Costello and Project Runway designers; a fashion show with Project Runway and Michael Costello presenting his collection the following night; a showing of the collections of top graduating students from the FIDM/Fashion Institute of Design and Merchandising; and Saks Fifth Avenue Palm Desert is pleased to present Roberto Cavalli's Fall 2015 Collection.

Fashion Week El Paseo™ draws a yearly attendance of over 13,000. Since its inception, it 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™ 2015 is presented by Saxony Group with sponsorship support from the City of Palm Desert, Desert European Motorcars Indigo Auto Group, John & Victoria Hill, Donna MacMillan, El Paseo Merchants Association, The Resort at Pelican Hill, The Gardens on El Paseo, Island Hotel, El Paseo Jewelers, Presage, Wink Lash & Beauty Bar, Just Blow Drys, Tequila Alderete, bebe, Just Fabulous, Desert Radio Group, and Gay Desert Guide.

About Palm Springs Life

Palm Springs Life has represented the greater Palm Springs area for over 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.