



*Saxony Group*  
**FASHION WEEK™**  
EL PASEO  
APRIL 2-9, 2016

Saxony Group Fashion Week El Paseo™ celebrates its 11th year April 2-9, 2016 in the heart of Palm Desert, California, at The Gardens on 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: 2015

ATTENDANCE	12,920 (1,615 per day)
GEOGRAPHIC COMPOSITION OF ATTENDEES	Coachella Valley - 44%; Out-of-Market - 56%
ECONOMIC IMPACT	\$3,160,103
EL PASEO IN-STORE EVENTS PARTICIPANTS	75 separate in-store events / 44 stores participating
SPONSORS & PARTNERS	36 sponsors / 6 partners
CHARITIES	5 receiving over \$62,000
VOLUNTEERS	200



# schedule of events

**Friday, April 1-Sunday, April 3**

**GEMMA KAHNG'S TEA PARTY**

11 AM-4 PM Trunk Show

**Saturday, April 2**

**SAKS FIFTH AVENUE PRESENTS**

**MONIQUE LHUILLIER**

7 PM Cocktail Reception, 8:30 PM Fashion Show

**Sunday, April 3**

**THE RESORT AT PELICAN HILL PRESENTS**

**LE CHIEN: I ♥ THE 80S!**

*Benefiting Humane Society of the Desert*

5 PM Cocktail Reception, 6 PM Fashion Show and Live Auction

**Monday, April 4**

**EL PASEO ROCKS**

*Benefiting GirlFriend Factor*

7 PM Cocktail Reception, 8:30 PM Fashion Show

**Tuesday, April 5**

**MICHAEL COSTELLO AND 10 STARS OF PROJECT RUNWAY**

10:30 AM Meet and Greet, 7 PM Cocktail Reception, 8:30 PM Fashion Show

**Wednesday, April 6**

**STARS OF PROJECT RUNWAY**

10:30 AM-2:30 PM Trunk Show

**Wednesday, April 6**

**GRAYSE AND THE JEWELRY BAR PRESENT**

**A NIGHT OF DIAMONDS AND GRAYSE**

*Benefiting Desert Cancer Foundation*

7 PM Cocktail Reception, 8:30 PM Fashion Show

**Thursday, April 7**

**JOHN AND VICTORIA HILL PRESENT**

**FIDM/FASHION INSTITUTE OF DESIGN AND MERCHANDISING**

**2016 COUTURE DEBUT SHOW**

*Benefiting Junior League of Palm Springs Desert Communities*

*and Women Leaders Forum of the Coachella Valley*

7 PM Cocktail Reception, 8:30 PM Fashion Show

**Friday, April 8**

**INTERNATIONAL DESIGNER ZANDRA RHODES**

7 PM Cocktail Reception, 8:30 PM Fashion Show

**Saturday, April 9**

**ZANDRA RHODES POP UP FASHION TRUNK SHOW**

10 AM-5 PM Trunk Show

**Saturday, April 9**

**MARC BOUWER FASHION WEEK FINALE**

*Benefiting Fashion Group International Palm Springs and Desert Communities, Inc.*

7 PM Cocktail Reception, 8:30 PM Fashion Show

LOCATION:

**The Gardens on El Paseo** West Side, the Upper Level Parking Deck

73-545 El Paseo, Palm Desert, CA 92260

*Parking is available in the parking garage on San Pablo or the parking lot behind El Paseo Village.*

## MORE INFORMATION+CONTACTS

For more information on Fashion Week El Paseo™, visit [fashionweekelpaseo.com](http://fashionweekelpaseo.com)

**Event Contact:**

Michael Mathews

Director of Community Relations & Events

[michaelm@palmspringslife.com](mailto:michaelm@palmspringslife.com)

760-325-2333

**Press Contact:**

Helena Chackman

Helena Renee PR

[helena@helenareneepr.com](mailto:helena@helenareneepr.com)

954-608-5904

**Fashion Contact:**

Susan Stein

Fashion Director

[soozstein@aol.com](mailto:soozstein@aol.com)

760-831-0219