



*Saxony Group*

# FASHION WEEK™

— EL PASEO —

EVENT SUMMARY  
APRIL 2-9, 2016

# EVENT STATISTICS

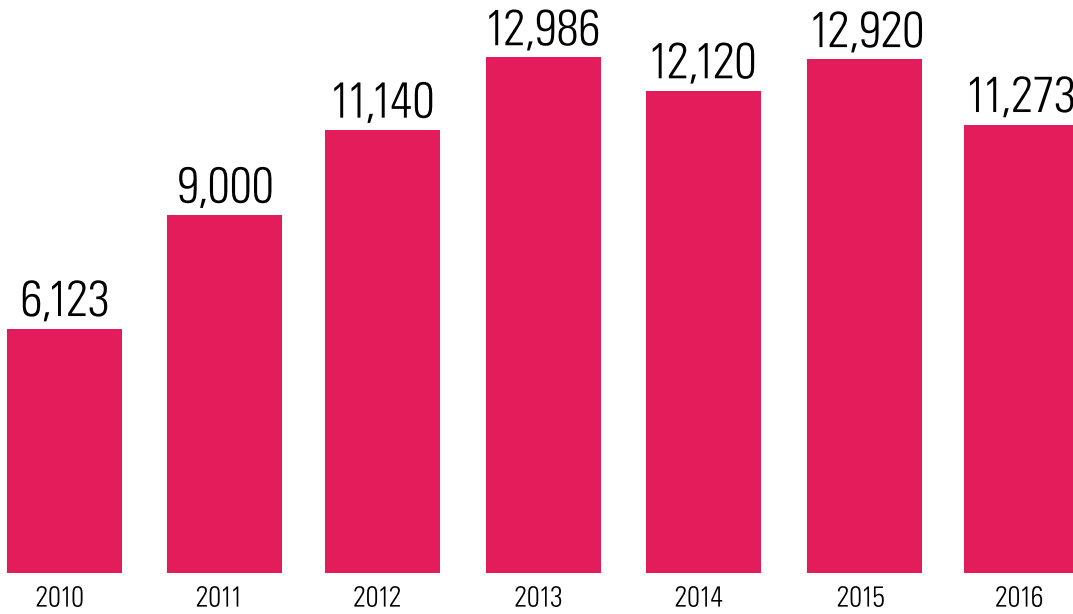
11th  
ANNUAL EVENT

77+  
TICKETED OR FREE EVENTS

ADRIANNE BONAFEDE



# ATTENDANCE + DEMOGRAPHICS



ATTENDEES FROM  
**50**  
STATES, INCLUDING:

- CALIFORNIA
- WASHINGTON
- NEW YORK
- ILLINOIS
- OREGON
- MINNESOTA
- TEXAS
- COLORADO
- FLORIDA
- ARIZONA
- ALASKA



**56%**  
FROM THE  
COACHELLA VALLEY

**44%**  
FROM OUT-OF-MARKET

**24%**  
CAME TO THE AREA  
SPECIFICALLY FOR  
FASHION WEEK



**11%**  
ARE 26-35

**13%**  
ARE 36-45

**52%**  
ARE 45-65

**27%**  
EARN MORE  
THAN \$200,000  
ANNUALLY

# FASHION WEEK EL PASEO SUPPORT

**150** VOLUNTEERS

**54** SPONSORS AND PARTNERS

**43** FASHION DIVAS

**7** CHARITIES CUMULATIVELY RECEIVING OVER \$56,700

**28** STORES PARTICIPATED RESULTING IN MORE THAN **50** IN-STORE EVENTS

## ECONOMIC IMPACT TO THE GREATER PALM SPRINGS AREA

2010	\$654,668
2011	\$917,952
2012	\$1,134,240
2013	\$1,437,920
2014	\$2,964,400
2015	\$3,160,103
2016	\$2,761,885

## TESTIMONIALS FROM EVENT ATTENDEES

“

I am a part-time resident and always look forward to attending the events and diversity of Fashion Week.

—Robin, Indian Wells, CA

SOOO fun! Love the in-person access to the designers. Have made wonderful purchases and friends. And have discovered new faves in the designer world.

—Sally, Indio, CA

”



GREG PETERSON

## ATTENDEE SURVEY RESULTS



“Loved loved love it!!! My first Fashion Week and it was so fun. Very high energy, I will be making it an annual event and getting more friends to go.”

— *Diane, La Quinta, CA*

“I loved it, I brought all my girlfriends and we had a blast!”

— *Chelsea, Rancho Mirage, CA*

“It just keeps getting better every year.”

— *Joanne, Rancho Mirage, CA*

TIFFANY CLARK

**49%**

ARE REPEAT ATTENDEES

**84%**

RATED THEIR OVERALL EXPERIENCE AS EXCELLENT OR VERY GOOD

**77%**

WOULD RECOMMEND FASHION WEEK EL PASEO TO OTHERS



TIFFANY CLARK

**91%**

PLAN TO ATTEND IN 2017

**80%**

OPTED IN TO BE INFORMED OF FUTURE *PALM SPRINGS LIFE* PROMOTIONS

**83%**

MADE PURCHASES IN THE EL PASEO SHOPPING DISTRICT

## HOW ATTENDEES HEARD ABOUT FASHION WEEK EL PASEO

**51%**

MEDIA COVERAGE

**34%**

FRIEND/WORD OF MOUTH

# SPONSOR ACTIVATIONS



# BENEFITING CHARITIES

DESERT CANCER FOUNDATION

HUMANE SOCIETY OF THE DESERT

THE FASHION GROUP INTERNATIONAL OF  
PALM SPRINGS AND DESERT COMMUNITIES, INC.

JUNIOR LEAGUE OF PALM SPRINGS  
DESERT COMMUNITIES

FASHION INSTITUTE OF DESIGN  
AND MERCHANDISING (FIDM)

WOMEN LEADERS FORUM OF  
THE COACHELLA VALLEY

GIRLFRIEND FACTOR

# MEDIA + MARKETING HIGHLIGHTS



MEDIA+MARKETING COVERAGE TOTAL VALUE

**\$8,208,181**

EDITORIAL AND NEWS VALUE  
(10,388,030 TOTAL IMPRESSIONS ACROSS ALL CHANNELS)

**\$8,007,000**

PRINT ADVERTISING VALUE  
(3,441,757 READERSHIP)

**\$106,361**

SOCIAL MEDIA VALUE  
(390,520 WEEKLY IMPRESSIONS)

**\$79,000**

TELEVISION ADVERTISING AND PROMOTIONAL VALUE  
(412,000 AUDIENCE EXPOSURE)

**\$37,120**

ONLINE ADVERTISING VALUE  
(380,000 BANNER VIEWS / 460,000 NEWSLETTER IMPRESSIONS)

**\$28,875**

PRINTED COLLATERAL VALUE  
(40,198 UNITS PRINTED)

**\$14,574**

RADIO ADVERTISING AND PROMOTIONAL VALUE  
(24,200 AUDIENCE EXPOSURE)

**\$14,251**

CONTESTS AND GIVEAWAYS  
(117,000 CONTEST IMPRESSIONS)

**\$4,900**

## CONTACT INFORMATION



TIFFANY CLARK

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GARMENT DETAIL, MONIQUE LHUILLIER COLLECTION  
FASHION WEEK EL PASEO 2016