

**For immediate release**

*El Paseo Jewelers*  
**FASHION WEEK™**  
— EL PASEO —  
MARCH 18-25, 2017

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***PALM SPRINGS LIFE ANNOUNCES EL PASEO JEWELERS  
AS THE TITLE SPONSOR OF FASHION WEEK EL PASEO 2017***

**Palm Springs, CA (September 19, 2016)** – *Palm Springs Life* is pleased to announce El Paseo Jewelers as the title sponsor of the 12<sup>th</sup> annual Fashion Week El Paseo™, scheduled to return March 18-25, 2017. “We are very proud to be the title sponsor of Fashion Week El Paseo™,” says Raju Mehta owner of El Paseo Jewelers. “El Paseo Jewelers has participated in this event both as a sponsor and a participant for many years and we look forward to introducing our new jewelry collection at Fashion Week. Our involvement with Fashion Week has been a great asset to our business and we look forward to continuing our support of Fashion Week El Paseo™.”

Held on El Paseo in Palm Desert, California — the epicenter of luxury retail in Greater Palm Springs — this consumer- and industry-driven event is widely acknowledged as the premier West Coast fashion event of the season. The eight-day fashion and lifestyle extravaganza will begin on March 18. The succeeding days are scheduled with an array of spectacular runway and trunk shows featuring the latest collections of top and emerging designers, and meet-and-greet receptions.

Annual highlights include a fashion show with Michael Costello and *Project Runway* designers; Saks Fifth Avenue designer runway show; El Paseo Night, featuring fashions from 10 boutiques on El Paseo; Le Chien canine couture show, a benefit for the Humane Society of the Desert; and 2017 Fashion Week Finale fashion show with designer, CD Greene.

Fashion Week El Paseo™ draws a yearly attendance of over 13,000. Since its inception, it has supported over 100 local charities, including Desert Cancer Foundation, The Fashion Group International of Palm Springs and Desert Communities Inc., The GirlFriend Factor, Women Leaders Forum of the Coachella Valley, Junior League of Palm Springs Desert Communities, Fashion Institute of Design and Merchandising, and the Humane Society of the Desert.

Tickets will go on sale September 19, 2016. Please visit our website for our exciting 2017 lineup of shows and designers. [www.fashionweekelpaseo.com](http://www.fashionweekelpaseo.com)

A *Palm Springs Life* event, Fashion Week El Paseo™ 2017 is presented by El Paseo Jewelers with sponsorship support from the City of Palm Desert, IndiGO Auto Group Desert European Campus, El

Paseo, John & Victoria Hill, The Gardens on El Paseo, Rapport International Furniture, and Tequila Alderete.

*About Palm Springs Life*

*Palm Springs Life* has represented Greater Palm Springs for more than 58 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's* monthly editorial includes: the social scene; events, including major golf and tennis tournaments; luxury homes; fine dining; fashion; travel; the arts; and profiles of celebrity and business leaders.

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