



El Paseo Jewelers
FASHION WEEK™

EL PASEO

Presented by Franklin Loan Center

MARCH 18-25, 2017

El Paseo Jewelers Fashion Week El Paseo™ celebrates its 12th year March 18-25, 2017 in the heart of Palm Desert, California, at The Gardens on El Paseo, in the Harsch Investment Properties runway tent.

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 // 2016

ATTENDANCE: **11,273 (1,409 per day)**

GEOGRAPHIC COMPOSITION OF ATTENDEES: **Coachella Valley – 56.3%; Out-of-Market – 43.7%**

ECONOMIC IMPACT: **\$2,761,885**

EL PASEO IN-STORE EVENTS PARTICIPANTS: **50 separate in-store events / 28 stores participating**

SPONSORS & PARTNERS: **54**

CHARITIES: **7 receiving over \$56,700**

VOLUNTEERS: **150**



2017 schedule of events

SATURDAY, MARCH 18

RBC WEALTH MANAGEMENT PRESENTS:
OPENING NIGHT SHOW FEATURING DESIGNERS
CHRISTOPHER BATES, ADAM LIPPES, AND MIKAEL D
7 p.m. Cocktail Reception // 8:30 p.m. Fashion Show

SUNDAY, MARCH 19

TRUNK SHOW: CHRISTOPHER BATES, ADAM LIPPES,
AND MIKAEL D
11 a.m.–4 p.m.

COASTAL COLLECTION PRESENTS:
LE CHIEN MASQUERADE PARTY
5 p.m. Cocktail Reception // 6 p.m. Fashion Show & Live Auction

MONDAY, MARCH 20

FROM EL PASEO TO EVERYWHERE
7 p.m. Cocktail Reception // 8:30 p.m. Fashion Show

TUESDAY, MARCH 21

MICHAEL COSTELLO AND THE STARS OF *PROJECT RUNWAY*
10:30 a.m. Meet & Greet
7 p.m. Cocktail Reception // 8:30 p.m. Fashion Show

WEDNESDAY, MARCH 22

TRUNK SHOW: *PROJECT RUNWAY* DESIGNERS
10:30 a.m.–2:30 p.m.

WEDNESDAY, MARCH 22

JOHN AND VICTORIA HILL PRESENT:
FIDM/FASHION INSTITUTE OF DESIGN & MERCHANDISING
7 p.m. Cocktail Reception // 8:30 p.m. Fashion Show

THURSDAY, MARCH 23

FASHION SCHOLARSHIP FUND PRESENTS:
ROSETTA GETTY
7 p.m. Cocktail Reception // 8:30 p.m. Fashion Show

FRIDAY, MARCH 24

TRUNK SHOW: ROSETTA GETTY
10:30 a.m.–3:30 p.m.

THE BEST OF SAKS FIFTH AVENUE
7 p.m. Cocktail Reception // 8:30 p.m. Fashion Show

SATURDAY, MARCH 25

TRUNK SHOW: THE BEST OF SAKS FIFTH AVENUE
10 a.m.–4 p.m.

SATURDAY, MARCH 25

EISENHOWER MEDICAL CENTER AUXILIARY PRESENTS:
FINALE NIGHT FEATURING CD GREENE
7 p.m. Cocktail Reception // 8:30 p.m. Fashion Show

EVENT 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.

FOR MEDIA INQUIRIES:

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