

**MEDIA CONTACT:**

Helena Chackman

954.608.5904

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

*El Paseo Jewelers*  
**FASHION WEEK™**  
EL PASEO  
*Presented by Franklin Loan Center*  
MARCH 18-25, 2017



*(L-R: Fashions from Saks Fifth Avenue, CD Greene, Fashions from FWEP 2016, Fashions from Mikael D, Michael Costello)*

**FASHION WEEK EL PASEO™ ANNOUNCES 2017 SCHEDULE**

**Palm Springs, CA (March 6, 2017)** – The 2017 schedule has been announced for the El Paseo Jewelers’ 12<sup>th</sup> annual [Fashion Week El Paseo™](#), presented by Franklin Loan Center, taking place March 18-25, 2017 at The Gardens on El Paseo in Palm Desert, California. This premier eight-day fashion and lifestyle extravaganza — the largest of its kind on the West Coast — will showcase a star-studded line-up of top U.S. and international designers.

“Fashion Week El Paseo is a renowned fashion and lifestyle event featuring the industry’s most promising stars from across the country and worldwide,” said Susan Stein, fashion editor of *Palm Springs Life* and creative producer, Fashion Week El Paseo. “More than 13,000 attendees return every year because of the direct access our event provides to leading designers from contemporary to couture. There is no other fashion event that brings runway designs so quickly and directly to the consumer.”

Fashion Week El Paseo features a full schedule of spectacular runway and trunk shows debuting the latest collections of top and emerging designers and dynamic meet-and-greet receptions.

## **Saturday, March 18**

### ***RBC Wealth Management presents***

#### **Opening Night featuring Christopher Bates, Adam Lippes and Mikael D**

*7:00 p.m. Cocktail Reception; 8:30 p.m. Fashion Show*

“Opening Night” featuring fashions from Milan's award winning men's fashion designer Christopher Bates, America's luxury women's sportswear designer Adam Lippes and International red carpet designer Mikael D.

## **Sunday, March 19**

### **Trunk Show with Opening Night Designers Christopher Bates, Adam Lippes and Mikael D**

*11:00 a.m.-4:00 p.m.*

*Location: Fashion Week El Paseo's Pop Up Fashion Store, 2nd level of The Gardens on El Paseo*

Visit the opening night designers' pop up store for a personal consultation with all three of the designers as they present their collections for you to peruse and purchase.

### ***Coastal Collection presents***

#### **Le Chien Masquerade Party featuring couture canine fashions by Orostani Couture**

*Benefiting the Humane Society of the Desert*

*5:00 p.m. Cocktail Reception; 6:00 p.m. Fashion Show and Live Auction*

Cocktails, a silent auction, music, a trunk show, and entertainment precede a canine fashion show in this annual benefit for the Humane Society of the Desert. Puppies and hounds accompany fashion models on the runway and the show's finale includes a live auction with outstanding and valuable items.

## **Monday, March 20**

### ***Frosch Journeys For Your Cause presents***

#### **From El Paseo To Everywhere – a Fashionable Flight!**

*Benefiting the Girlfriend Factor*

*7:00 p.m. Cocktail Reception; 8:30 p.m. Fashion Show*

The Girlfriend factor, a local nonprofit organization providing education grants to women, invites attendees to its annual little black dress cocktail reception. A full fashion show will follow with looks curated from 10 stores on El Paseo featuring fashions appropriate to wear from "El Paseo to Everywhere!" Participating stores include BB.one, Bikram Yoga, Candice Held, Democracy, Eileen Fisher, El Paseo Jewelers, Grayse, Nina McLemore, Out of Your Closet, Souliers, and Uno de 50.

## **Tuesday, March 21**

### **Meet and Greet with Michael Costello and the Stars of *Project Runway***

*10:30 a.m.*

*Location: Fashion Week El Paseo The Agency Lounge*

Meet and greet with Michael Costello and *Project Runway* Designers as they share their stories, secrets and ambitions during a close up "round-table" discussion.

**Cambria presents**

**Michael Costello and the Stars of Project Runway**

*7:00 p.m. Cocktail Reception; 8:30 p.m. Fashion Show*

Michael Costello and his fellow *Project Runway* stars Jesus and Antonio Estrada, Char Glover, Chris March, and Christopher Palu will showcase their Spring/Summer 2017 collections. Each of the designers will present a collection created specifically for Fashion Week El Paseo in a show that will illustrate their growth as designers since their appearances on *Project Runway*.

**Wednesday, March 22**

**Trunk Show with the Stars of Project Runway**

*10:30 a.m.-2:30 p.m.*

*Location: Fashion Week El Paseo The Agency Lounge*

A face to face with the *Project Runway* designers as they present collections for purchase during this extraordinary trunk show.

***John and Victoria Hill present***

**FIDM/Fashion Institute of Design & Merchandising**

*Benefiting the Junior League of Palm Springs Desert Communities*

*7:00 p.m. Cocktail Reception; 8:30 p.m. Fashion Show*

FIDM presents a fashion show of design graduates in a premier presentation of varied, stylish collections. Each designer will present exciting looks that showcase their design skills, aesthetics and talents, from men's wedding fashions, to glamorous red carpet gowns, men's sportswear, and more.

**Thursday, March 23**

**A Luncheon and Meet and Greet with Designer Rosetta Getty**

*Benefiting Fashion Scholarship Fund*

*11:00 a.m.-2:00 p.m.*

*Location: The Ritz-Carlton, Rancho Mirage*

An afternoon of delicious food and couture fashion with world-renowned style icon and designer Rosetta Getty. Guests will also enjoy informal modeling and a chance to speak with Rosetta Getty.

***Fashion Scholarship Fund presents***

**Rosetta Getty**

*Benefiting Palm Valley School*

*7:00 p.m. Cocktail Reception; 8:30 p.m. Fashion Show*

*Wally's Desert Turtle*

World-renowned style icon and designer Rosetta Getty presents her eponymous collection of luxe looks with elegant and easy clothes that go from day to evening.

**Friday, March 24**

**Trunk Show with Rosetta Getty**

*10:30 a.m.-3:30 p.m.*

*Location: Fashion Week El Paseo Demo Tent, 2nd level of The Gardens on El Paseo*

Visit the Rosetta Getty trunk show for a personal consultation with the designer as she presents her latest collections for purchase.

### **The Best of Saks Fifth Avenue**

*7:00 p.m. Cocktail Reception; 8:30 p.m. Fashion Show*

A runway show of men's and women's fashions celebrating the best of Saks Fifth Avenue's designer's collections from the United States and Europe, with a special finale by Italian designer, Etro.

### **Saturday, March 25**

#### **The Best of Saks Fifth Avenue Trunk Show**

*10:00 a.m.-4:00 p.m.*

*Location: Saks Fifth Avenue, 2nd Level*

Visit Saks Fifth Avenue in The Gardens on El Paseo to peruse and shop the runway collections.

#### ***Eisenhower Medical Center Auxiliary presents***

#### **Fashion Week Finale Presents CD Greene**

*7:00 p.m. Cocktail Reception; 8:30 p.m. Fashion Show*

New York designer CD Greene presents the Finale Fashion Show. Greene's exclusive and edgy looks are created with architectural precision for the confident and powerful woman. His one-of-a-kind fashions promise a dazzling and breathtaking fashion show.

### **Sunday, March 26**

#### ***Madeline Redstone presents***

#### **CD Greene's Trunk Show Collection**

*12:00 – 4:00 p.m.*

*Location: Fashion Week El Paseo's Pop-Up Fashion Store, 2nd level of The Gardens on El Paseo*

Visit the finale night designer's pop-up store for a personal consultation as he presents his collection for purchase.

A *Palm Springs Life* event, El Paseo Jewelers Fashion Week El Paseo™ 2017 is presented by Franklin Loan Center with sponsorship support from the City of Palm Desert, IndiGO Auto Group – Palm Springs Rancho Mirage, El Paseo, John & Victoria Hill, Donna MacMillan, Coastal Collection, Harsch Investment Properties, Cambria, The Gardens on El Paseo, Fashion Scholarship Fund, Effen Vodka, Eisenhower Medical Center Auxiliary, RBC Wealth Management, Frosch Journeys For Your Cause, Pernod Ricard, Rapport International Furniture, Tequila Alderete, International School of Beauty, The Agency, Miele, All About Eyes, Voss, Uno De 50, Farley Interlocking Pavingstones, Belgard Hardscapes, Eventscape, Caliente Tropics Resort Hotel. Media sponsors include KMIR, KPSE, Marker Broadcasting, Alpha Media and Money Radio, and Desert Pet Companion. Hospitality partners include, Omni Rancho Las Palmas, Indian Wells Resort Hotel, Skylark Hotel, The V Hotel, Two Bunch Palms, Miramonte Resort & Spa, Hyatt Palm Springs, Baymont Inn & Suites. For more information and to purchase tickets, please visit [www.fashionweekelpaseo.com](http://www.fashionweekelpaseo.com).

#### ***About Palm Springs Life***

*Palm Springs Life* has represented the greater Palm Springs area for nearly 60 years. Its award-winning monthly publication is a reflection of the special lifestyle of the desert resort communities. *Palm Springs Life's* monthly editorial content includes: 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.

###