

*El Paseo Jewelers*  
**FASHION WEEK™**

EL PASEO

*Presented by Franklin Loan Center*

MARCH 17-24, 2018

El Paseo Jewelers Fashion Week El Paseo celebrates its 13th year March 17–24, 2018 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 the largest fashion event in the West.



A. BINDMAN

FASHION WEEK EL PASEO RECAP // **2017**

ATTENDANCE: **12,401 (1,550 per day)**

GEOGRAPHIC COMPOSITION OF ATTENDEES: **Coachella Valley – 57%; Out-of-Market – 43%**

ECONOMIC IMPACT: **\$2,950,045**

EL PASEO IN-STORE EVENTS PARTICIPANTS: **107 separate in-store events / 12 stores participating**

SPONSORS & PARTNERS: **62**

CHARITIES: **24 receiving over \$115,307**

VOLUNTEERS: **150**

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A. BINDMAN



# 2018 schedule of events

## SATURDAY, MARCH 17

### CALIFORNIA DREAMIN'

PRESENTED BY RBC WEALTH MANAGEMENT

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

## SUNDAY, MARCH 18

### TRUNK SHOW: CALIFORNIA DREAMIN' DESIGNERS

11 a.m.–3 p.m.

### LE CHIEN PRESENTS LE DOGUE EN VOGUE

PRESENTED BY FASHION ISLAND HOTEL NEWPORT BEACH

5 p.m. Cocktail Reception // 6 p.m. Fashion Show & Live Auction

## MONDAY, MARCH 19

### SCENES FROM EL PASEO

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

## TUESDAY, MARCH 20

### MICHAEL COSTELLO PRESENTS

#### HIS FRIENDS FROM *PROJECT RUNWAY*

PRESENTED BY PATTI AND JACK GRUNDHOFER

10:30 a.m. Meet & Greet

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

## WEDNESDAY, MARCH 21

### TRUNK SHOW: THE STARS OF *PROJECT RUNWAY*

10:30 a.m.–2:30 p.m.

### ALICE+OLIVIA

PRESENTED BY BOBBI LAMPROS

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

## THURSDAY, MARCH 22

### TRUNK SHOW: ALICE+OLIVIA

11 a.m.–3 p.m.

## THURSDAY, MARCH 22

### FIDM/FASHION INSTITUTE OF DESIGN AND MERCHANDISING'S DEBUT COLLECTIONS

PRESENTED BY JOHN AND VICTORIA HILL

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

## FRIDAY, MARCH 23

### SAKS FIFTH AVENUE PRESENTS

#### CAROLINA HERRERA COLLECTIONS

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

## SATURDAY, MARCH 24 & SUNDAY, MARCH 25

### TRUNK SHOW: CAROLINA HERRERA COLLECTIONS

Saturday 10 a.m.–6 p.m. // Sunday 11 a.m.–6 p.m.

## FINALE NIGHT FEATURING RALPH RUCCI

PRESENTED BY DONNA MACMILLAN

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

## SUNDAY, MARCH 25 & MONDAY, MARCH 26

### PRIVATE CONSULTATION WITH RALPH RUCCI

No cost to attend // Reservation required

## SATURDAY, MARCH 17–TUESDAY, MARCH 20

### EVE'S GARDEN EXHIBITION

Open to the public at no charge:

– March 19 and 20 // 11 a.m.–4 p.m.

– March 18 // 11 a.m.–2 p.m.

Fashion Week El Paseo ticketed guests only:

– March 17, 19, and 20 // 6:30–8 p.m.

– March 18 // 5–6 p.m.

## 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.

## CONTACTS:

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