



EL PASEO JEWELERS
**FASHION
WEEK** EL PASEO

MARCH 20-28, 2020

2020 Diva Second Row



Be a Diva during the most anticipated week of the year!

Fashion Week El Paseo celebrates its 15th year in 2020. This premier fashion event — the largest consumer fashion show on the West Coast — features a star-studded line-up of top designers from across the country. In 2019, the event featured shows by internationally renowned designers Zandra Rhodes, Emil Gampe, Roger Canamar, Victor Tung, Michael Costello, Gustavo Cadile, and Lela Rose. The 2019 event also showcased the latest collections by *Project Runway* alums and the debut couture collections from some of Fashion Institute of Design and Merchandising's alumni.

Fashion Week El Paseo — with its cocktail receptions, trunk shows, celebrity meet-and-greets, and much more — attracts audiences from all walks of life. Whether you're a seasoned stylemaker or a fledgling fashionista, you're sure to feel inspired and transformed by the events at Fashion Week El Paseo and the sophistication and luxury of the desert.

Fashion Week El Paseo is made possible by a very special group of people we call Divas. Our Divas receive VIP treatment and special recognition. We hope you will join this select group of supporters.

2020 Diva Second Row Benefits

- Two (2) reserved second row seats for every Fashion Week El Paseo event. (Value: \$3,810)
- One (1) valet parking pass for all Fashion Week El Paseo shows. (Value: \$57)
- Nightly entrance for two (2) into the El Paseo Jewelers VIP lounge with complimentary bar and hors d'oeuvres (must be 21 years of age or older to enter). (Value: \$1,600)
- Recognition as a DIVA on the stage video screens every evening of Fashion Week El Paseo. (Value: \$2,000)
- Recognition as a DIVA in the nightly Fashion Week El Paseo program. (Value: \$3,000)
- Early entrance to designer trunk shows (Estimated Value: Priceless)
- One 12-month subscription to *Palm Springs Life*. (Value: \$42)
- Name embossed on *Palm Springs Life* September Annual hardbound edition. (Value: \$20)
- One (1) special gift bag. (Estimated Value: \$700)

Fee: \$3,000

(Value: \$11,229)



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A **PALMSPRINGS LIFE** EVENT

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