

Integrated Wealth Management
**FASHION
WEEK** EL 2013
PASEO™
FASHIONWEEKELPASEO.COM · MARCH 15-23

»»» What is Integrated Wealth Management Fashion Week El Paseo™?

The 8th annual Integrated Wealth Management Fashion Week El Paseo takes place March 15-23, 2013 and is the premier West Coast fashion event which showcases the newest collections by top designers and cutting-edge, emerging West Coast designers. As the West Coast's ground-breaking, consumer-driven fashion experience, Fashion Week El Paseo offers a week of high-quality fashion events and entertainment for both the consumer and the fashion industry.

The event features the following designers: Katharine Polk, Sue Wong, Michael Costello and 2013 Designer of the Week, Gilbert Chagoury. Also participating are designers from Project Runway and graduates of FDIM/Fashion Institute of Design & Merchandising.



»»» 2013 Schedule of Events

Friday, March 15

The Best of Saks Fifth Avenue (7:00 p.m.)

Saturday, March 16

Le Chien Couture Fashion Show featuring Linda Higgins (5:00 p.m.)

Sunday, March 17

Style and Beauty Bash (9:00 a.m.-3:00 p.m.)
Fashion Show To Be Announced (7:00 p.m.)

Monday, March 18

FDIM/Fashion Institute of Design & Merchandising presents A Salute to Three Decades of Debut Graduates (7:00 p.m.)

Tuesday, March 19

Sunnylands Chic (10:00 a.m.-3:00 p.m.);
El Paseo Runway (6:30 p.m.)

Wednesday, March 20

Press Conference with Michael Costello and Project Runway Designers (10:00 a.m.-10:45 a.m.);
The Drama and Designs of Project Runway (7:00 p.m.)

Thursday, March 21

Trunk Show with Michael Costello and Project Runway Designers (11:00 a.m.-2:00 p.m.);
Sue Wong Fashion Show (7:00 p.m.)

Friday, March 22

Trunk Show, Sue Wong (11:00 a.m.-2:00 p.m.);
Houghton Designer, Katharine Polk Fashion Show (7:00 p.m.)

Saturday, March 23

Gilbert Chagoury, Designer of the Week (7:00 p.m.)

»»» Fashion Week El Paseo™ 2012 Facts

Attendance: 11,140 (19.2% increase from 2011)

Geographic Composition of Attendees: Coachella Valley - 70%; Out-of-Market - 30%

Economic Impact: \$2,940,960

Business Comparison (LY2011): \$1,134,240

Style & Beauty Bash Participants: 22 salons and two makeup stores

El Paseo Shopping Passport Participants: 30 stores with 1,629 store visits

El Paseo In-Store Events Participants: 380 separate in-store events / 72 stores participating

Sponsors & Partners: 20 sponsors / 23 partners

Charities: 25, receiving \$103,537

Volunteers: 150



»»» For More Information

For more information on Integrated Wealth Fashion Week El Paseo 2013:

www.fashionweekelpaseo.com

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A **Palm Springs Life** Event