

FASHION WEEK

AT THE BELLEVUE COLLECTION · SEPT. 23-27

10th Anniversary

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Contacts: Gillian Good, 425-460-5834 or Gillian.Good@kemperdc.com
Cheryl Engstrom, 425-487-0682 or Cheryl@engstrompr.com

Autumn Glamour Designer Selected as 2015 Independent Designer Runway Show Winner Months Long Mentorship Culminates in Exciting Competitive Fashion Show

BELLEVUE, Wash. (Sept. 24, 2015) – Local designer, Phuong Minh Nguyen of Dream Dresses by PMN, was chosen as the winner of last night's 2015 Independent Designer Runway Show (IDRS) during the 10th anniversary of *Fashion Week at The Bellevue Collection* for her fall collection Autumn Glamour. In addition to the title of winner of this 4th annual event, Nguyen received a prize package including \$5000 furnished by The Bellevue Collection and the Kemper Freeman family and her collection will be featured in seven free-standing Fashion Frames located throughout Bellevue Square through the end of October.

According to the judges, the wedding gowns of Autumn Glamour were selected for their stunning beauty, creative design and extraordinary attention to detail. The level of craftsmanship in the wedding gowns was cited as unsurpassed in the industry. Shortly after graduating from The Seattle Art Institute, Nguyen was unable to find the perfect bridal gown for her wedding, so she set out to design her own and a new business was born. Today, Nguyen designs custom gowns for clients in every part of the world. The winning collection, according to Nguyen, was called Autumn Glamour because it draws inspiration from fall in the Pacific Northwest.



Autumn Glamour by Phuong Minh Nguyen of Dream Dresses by PMN. Photo: Vivian Hsu.

A second designer, VARSHA by Varsha Agarwal, was selected both as the **Runner Up** by the judges and as **Fan Favorite**, a new instant vote by the nearly 600 attendees in the audience at the runway show. Agarwal will receive \$1,000 for Fan Favorite and \$2,500 for Runner Up totaling \$3,500 in prize money.

The personality and elegance of VARSHA won the hearts of the audience and judges. “Judges do not always select a runner up,” says Jennifer Leavitt, vice president of marketing for The Bellevue Collection. “The work of all of the designers made their selection of one winner exceptionally difficult, but the selection of Varsha and her collection that brings style back to the workplace was mutual for both the audience and our judges.”

Nguyen and Agarwal were two of eight local designers selected to compete in a six month long mentorship program and runway show, coached along the way by a panel of local fashion leaders who offered their guidance and insight at several check-in points along the way. The panel consisted of Marj Turner of Fashion Group International, Seattle Met Magazine Style Editor Amanda Zurita, Bruce Pflaumer of Michael Bruce Image Consulting and Patricia Wolfkill, a 20-year veteran



of the fashion industry. In addition to the panel, Terry Morgan of TCM Models and Talent lent her insight in runway show styling and production to the designers.

The six additional local independent fashion designers participating in the event included:

- Daniel Ressa by Daniel Ressa
- Cute Like Mad by Jeanette Svensk Li
- BluFur by Iris Klein
- Je Suis: I am – I follow by Dawson & Deveraux
- RO2 by Rana Ottaviani
- Victoria by Victoria Postolit

For more information on all the Fashion Week events, visit fashionweekbellevue.com.

VARSHA by Varsha Agarwal took home the Fan Favorite and Runner Up titles at the Independent Designer Runway Show. Photo: Vivian Hsu.

About The Bellevue Collection

Located in the heart of Bellevue, Washington, The Bellevue Collection, owned by Kemper Development Company, includes Bellevue Square, a super-regional upscale shopping center, Bellevue Place, a mixed-use property featuring the Hyatt Regency Bellevue and small boutiques and Lincoln Square, anchored by Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue. This distinctive collection features 250 of the finest shops, 30 destination restaurants, 1,100 luxury hotel rooms and 10,000 free retail parking spaces, all in one location. The Bellevue Collection is a shopping, dining and nightlife, and entertainment experience unlike any other in the region. It is located on Bellevue Way between NE 4th and NE 10th Streets in downtown Bellevue, just across Lake Washington from Seattle.

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