

SEPTEMBER 25-29, 2013
FASHIONWEEK 
AT THE BELLEVUE COLLECTION

FOR IMMEDIATE RELEASE

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

Three Local Nonprofits to Benefit from Fashion Week at The Bellevue Collection 2013

BELLEVUE, Wash. (July 8, 2013) – Local non-profit organizations, Detlef Schrempf Foundation, Bellevue LifeSpring and The Moyer Foundation will reap the benefits of the Kemper Freeman family's annual *Fashion Week at The Bellevue Collection* set for September 25th - 29th, 2013. In addition, eleven local fashion designers will profit from exposure during the second annual Independent Designer Runway show, with one selected to receive a \$5,000 cash prize.

- *Wednesday, September 25th*: The Bellevue Collection will support eleven local independent fashion designers' careers at the second annual *Independent Designer Runway Show* by providing the fashion week venue, production team, and mentorship resources at no cost to the designers. That night, one designer will be awarded a \$5,000 cash prize from the Kemper Freeman family and The Bellevue Collection.
- *Thursday, September 26th*: 100% of ticket proceeds from *Nordstrom Men's Shop & GQ Fall 2013 Runway Show* will be donated to the Bellevue Youth Theatre Foundation, in partnership with the Detlef Schrempf Foundation (detlef.com) by Nordstrom. That evening, GQ and Nordstrom style experts will present a runway show spotlighting the best of the Men's Shop collections, featuring local celebrity guest models.
- *Friday, September 27th*: 100% of ticket proceeds from *Posh Party Beauty & Trend Show* will be donated to Bellevue LifeSpring (bellevuelifespring.org) by The Bellevue Collection. Posh Party Beauty & Trend Show is a stylish evening of fall's must-have trends and a Macy's Beauty report by Benefit Cosmetics and Smashbox Cosmetics.
- *Saturday, September 28th*: 100% of ticket proceeds from *Front Row Fashion presented by Vogue* will be donated to The Moyer Foundation (moyerfoundation.org) by The Bellevue Collection. At the event, Vogue will present the fall trends straight from the pages of the magazine to the runway, offering insight on fall trends and how to wear fashions available at The Bellevue Collection.

"Fashion Week at The Bellevue Collection is truly a reflection of the increased interest and inspiration that fashion plays in the Northwest consumer," states Jennifer Leavitt, Vice President of Marketing at Kemper Development Company. "Our addition last year of the Independent Designer Runway Show allowed Kemper Development Company to not only bring to light the immense talent available in the Puget Sound, but also created a mentoring opportunity with key industry experts to further support the expansion of the local fashion industry. This is such a natural connection for our company to support the local fashion industry and stores that makes up a large part of our Bellevue Collection offering, while raising funds for multiple non-profit organizations."

For tickets and more information, visit bellevuecollection.com/FashionWeek.

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 the Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue hotel. With a distinctive collection of 250 of the finest shops, 25 destination restaurants, a 16-screen premier cinema, 1,100 luxury hotel rooms and 10,000 free retail parking spaces, all in one location. The Bellevue Collection is 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.



Kemper Freeman of The Bellevue Collection and Karen Moyer of The Moyer Foundation

Official event hashtag #BellevueFW - Bellevue Collection Twitter @BelleCollection