

FASHION WEEK

AT THE BELLEVUE COLLECTION SEPT. 24-28



FOR IMMEDIATE RELEASE

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Local Nonprofits to Benefit from Fashion Week at The Bellevue Collection 2014

BELLEVUE, Wash. (July 29, 2014) – Local non-profit organizations, Bellevue LifeSpring and The Moyer Foundation will benefit from the Kemper Freeman family's annual *Fashion Week at The Bellevue Collection* set for September 24th - 28th, 2014. In addition, ten local fashion designers will profit from exposure during the third annual Independent Designer Runway show, with one selected to receive a \$5,000 cash prize furnished by the Kemper Freeman family and The Bellevue Collection.

- *Wednesday, September 24th*: The Bellevue Collection will support ten local, independent fashion designers' careers at the third annual *Independent Designer Runway Show* by providing the fashion week venue, production team and mentorship resources at no cost to the designers. One designer will be awarded a \$5,000 cash prize from the Kemper Freeman family and The Bellevue Collection.



Attendees gather at the 2013 Posh Party Trend Show

- *Friday, September 26th*: 100% of ticket proceeds from *Posh Party Trend Show* will be donated to Bellevue LifeSpring, (bellevuelifespring.org) a nonprofit organization working in the community for over 100 years, created to foster stability and self-sufficiency for Bellevue's children and their families through programs that feed, clothe and educate. The Posh Party Trend Show is a stylish evening of fall's must-have trends. "We are honored to be selected as the beneficiary of the Posh Party Trend Show again this year. This partnership is vital to our ability to serve the children in Bellevue that need and deserve our support. We are grateful for the support Kemper Development Company and The Bellevue Collection have provided to Bellevue LifeSpring for many years," said Jennifer Fischer, executive director of Bellevue LifeSpring.

- *Saturday, September 27th*: 100% of ticket proceeds from *Front Row Fashion presented by Vogue* will be donated to The Moyer Foundation (moyerfoundation.org) by The Bellevue Collection. The Moyer Foundation's mission is to provide comfort, hope and healing to children affected by loss and family addiction and was founded by World Series champion pitcher Jamie Moyer and his wife Karen. At the event, Vogue will present the fall trends straight from the pages of the magazine to the runway, offering insight on these trends and how to wear fashions available at The Bellevue Collection.

"We are so grateful to Kemper Development and the Bellevue Collection for selecting The Moyer Foundation as the Front Row Fashion charity partner for the 5th year running! This incredible event has raised over \$225,000 for our mission and helped us provide necessary support to children impacted by addiction and loss throughout the PNW," said Karen Moyer, co-founder and vice president of The Moyer Foundation. "The generosity of The Bellevue Collection and Freeman family creates the unique opportunity to combine fashion and philanthropy throughout many Bellevue Fashion Week events including Front Row Fashion. We are looking forward to what is always a fantastic show presented by Vogue!"



Karen Moyer speaks during the 2013 Front Row Fashion Show presented by VOGUE

"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 The Bellevue Collection. "The Independent Designer Runway Show

Official event hashtag #BellevueFW - Bellevue Collection Twitter @BelleCollection

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brings to light the immense talent available in the Puget Sound, but also creates a mentoring opportunity with key industry experts to further support the expansion of the local fashion industry. This is such a natural connection for Kemper Development Company to support the local fashion industry and stores that make up a large part of our Bellevue Collection offering, while raising funds for Bellevue LifeSpring and The Moyer Foundation."

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 Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue hotel. This distinctive collection features 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 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.

Fashion Week at The Bellevue Collection benefitting:



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