

# FASHION WEEK

AT THE BELLEVUE COLLECTION SEPT. 24-28



FOR IMMEDIATE RELEASE

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## Silvae By Deborah Roberts Selected as 2014 Independent Designer Runway Show Winner Months Long Mentorship Culminates in Exciting Competitive Fashion Show

**BELLEVUE, Wash. (Sept. 25, 2014)** – Local designer, Deborah Roberts was chosen as the winner of last night's 2014 Independent Designer Runway Show (IDRS) during *Fashion Week at The Bellevue Collection* for her collection Silvae. In addition to the title of winner of this 3<sup>rd</sup> annual event, Roberts received a prize package including \$5000 furnished by The Bellevue Collection and the Kemper Freeman family and will be featured in seven free-standing Fashion Frames located throughout Bellevue Square through the end of October.

Roberts was one of ten local designers selected to compete in a five month long mentorship program, featuring a panel of local fashion leaders who coached and offered their insight at several mid-point check-in meetings along the way. The panel consisted of Laura Cassidy of Seattle Met magazine, Dana Dickenson, Bellevue Collection Merchant Representative, Bruce Pflaumer of Michael Bruce Image Consulting, Patricia Wolfkill, a 20-year veteran of the fashion industry, Marj Turner of Fashion Group International and Terri Morgan of TCM Models and Talent.

According to the judges, Roberts was selected because her design best represented the Seattle look. Silvae, which means "of the woods" in Latin, is a Seattle based, ready-to-wear line by Roberts that is produced domestically.



*Silvae by Deborah Roberts during the 2014 Independent Designer Runway Show. Photo: Vivian Hsu, Team Photogenic.*

Inspired by her surroundings in the Pacific Northwest,

the collection merged feminine silhouettes, organic shapes and a love for the surreal, which can be seen in her fabric prints developed with artist Olivia Knapp.

In addition, Lu. By Jenny Fort took the Runner-up position and a \$1000 cash prize. A total of 10 designers participated in the event including Cuddy by Brian Cuddy, Boho Republic by Tina Witherspoon, Fioravanti by Mia Fioravanti, Calotype by Kristie Metcalf, Klad Apparel by Melanie Trygg, April Pride by April Pride, Tom Ordonio by Tom Ordonio, and Rebekah Adams by Rebekah Adams.

See additional participating IDRS designer's fashions featured at pop-up shops at Bellevue Collection boutiques Papillon and Farinaz now through October 1<sup>st</sup>. For more information on all the Fashion Week events, visit [www.bellevuecollection.com/fashionweek](http://www.bellevuecollection.com/fashionweek).



*Lu. by Jenny Fort at The 2014 Independent Designer Runway Show. Photo: Vivian Hsu, Team Photogenic.*

**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, 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.

Official event hashtag #BellevueFW - Bellevue Collection Twitter @BelleCollection – Instagram @BellevueCollection