

FASHION WEEK

AT THE BELLEVUE COLLECTION SEPT. 24-28



FOR IMMEDIATE RELEASE

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The Bellevue Collection's Fall 2014 Magazine Reveals Trends for Fashion Week at The Bellevue Collection

Bellevue, Wash. (August 27, 2014) – Get an inside look at the season's most alluring trends with The Bellevue Collection's Fall 2014 Be. Magazine. Browse the must-have items and discover all that is fresh for the season and available at The Bellevue Collection. "Be. Magazine's Look Book has become a respected source for Northwest fashion and beauty trends featuring some of the finest retailers in the country and found at The Bellevue Collection. It is sure to captivate with bold images of this season's hottest trends," according to Jennifer Leavitt, vice-president of marketing at The Bellevue Collection. The trends include:

- NECESSARY KNITS – Elevated knitwear
- SHEAR GENIUS – Warm shearling outerwear and accessories
- CODE RED – Shades of ravishing red
- CALL FOR COLOR – Eye-catching color
- PLAID PERFECT – Plaid for Fall
- TAILOR MADE – Menswear for a polished look
- MOD-ERN TAKE – 60's retro inspired pieces

The magazine comes to life with its exclusive "Behind the Scenes" video from The Bellevue Collection's Fall 2014 Be. Magazine photo shoot. See the attention to detail and passion for fashion that goes into creating this guide – from hair and makeup to stylists and photographers – it's all there in one compelling video with styles all available at The Bellevue Collection. To watch, visit bellevuecollection.com/fashionweek.

Don't miss the fall trends up close and personal at **Fashion Week at The Bellevue Collection**. In its ninth year, this week-long fashion experience goes day-to-night with runway shows, chic parties, special appearances, stylish in-store events, happy hours and irresistible shopping September 24 – 28, 2014. For tickets and information on all of the Fashion Week events, 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,



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

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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.