

# FASHION WEEK

AT THE BELLEVUE COLLECTION • SEPT. 23–27

10<sup>th</sup> Anniversary

FOR IMMEDIATE RELEASE

Contacts: Gillian Good, 425-460-5834 or [Gillian.Good@kemperdc.com](mailto:Gillian.Good@kemperdc.com)

Cheryl Engstrom, 425-487-0682 or [Cheryl@engstrompr.com](mailto:Cheryl@engstrompr.com)

## Fresh Fall Trends Unveiled in The Bellevue Collection's Fall 2015 Be. Magazine

Bellevue, Wash. (August 25, 2015) – A curated collection of fall fashion trends take center stage in The Bellevue Collection's *Be. Magazine*, a seasonal fashion trend publication. Quickly becoming a respected source for Northwest Fashion and beauty trends, *Be. Magazine* features must-have items and fresh seasonal looks from The Bellevue Collection's finest retailers. This season's magazine draws inspiration from the modern artwork of fashion illustrator, Blair Breitenstein, whose work creates a narrative for the look book.

"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. "We tap recognized fashion expert Terri Morgan of TCM Models and Talent to track the trends and interpret them for our readers in a magazine quality publication that becomes a reference guide for fall fashion."

The Fall 2015 trends include:

- MOD SQUAD – '60s shapes and colors with a modern twist
- HARD WEAR – Functional, utilitarian chic with a hint of femme
- TOUCH OF LUXE – Effortless sophistication, luxurious details
- MIX MASTER – Blend of Bohemian prints, lengths and textures
- GLAM ROCK – Rock-n-roll stylings with metallic elements
- GOOD TWILL – Graphic knitwear, rich textures and prints, with herringbone, tweeds and plaids
- DARK ROMANCE – Romantic styles with dark color palettes and touches of lace
- STRONG SUITS – Menswear inspired, fitted shapes with strong but feminine accents



For those who want more, they can view behind the scenes moments at the *Be. Magazine* photoshoot in an exclusive video at [fashionweekbellevue.com/look-book](http://fashionweekbellevue.com/look-book). Additionally, these looks come to life on the runway at Posh Party Trend Show on Friday, September 25 during **Fashion Week at The Bellevue Collection**. Celebrating its 10<sup>th</sup> Anniversary, this week-long fashion experience goes day-to-night with runway shows, chic parties, trend presentations, special appearances and irresistible shopping September 23 – 27, 2015. For tickets and information on all of the Fashion Week events, visit [fashionweekbellevue.com](http://fashionweekbellevue.com).

### About The Bellevue Collection

Located in the heart of Bellevue, Washington, The Bellevue Collection, owned by Kemper Development Company and its Affiliates, includes Bellevue Square, a super-regional upscale shopping center, Bellevue Place, a mixed-use property

Official event hashtag #BellevueFW | Twitter @BelleCollection | Instagram @BellevueCollection

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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, 30 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.