

FOR IMMEDIATE RELEASE:

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Ten Local Fashion Designers Earn Spots in the Independent Designer Runway Show: Fashion Week at The Bellevue Collection

BELLEVUE, Wash. (April 18, 2014) – The Bellevue Collection announces ten local independent designers to be featured at the third annual *Independent Designer Runway Show (IDRS) at Fashion Week at The Bellevue Collection*. Selected from dozens of quality applications, the ten designers will showcase their collection for the show, set for Sept. 24, 2014 at the Hyatt Regency Bellevue. IDRS kicks off the annual weeklong fashion event with last year's show sold out with over 600 attendees.

Selected Designers are:

- April Pride by April Pride – www.aprilpride.com
- BOHO Republic by Tina Witherspoon – www.bohorepublic.com
- KLAD Apparel by Melanie Trygg – www.kladapparel.com
- Silvae by Deborah Roberts – www.silvaeofthewoods.com
- Tom Ordonio by Tom Ordonio – www.tomordonio.com
- CUDDY by Brian Cuddy – www.cuddystudios.com
- Fioravanti by Mia Fioravanti – www.miafioravanti.com
- Rebekah Adams by Rebekah Adams – www.rebekahadams.com
- Calotype by Kristie Metcalf – www.calotypedesign.com
- Lu by Jenny Fort – <http://thisislu.us>



2013 Winning Designer Ozen Company by Aykut Ozen

The selected designers have a segment in a fully produced runway show sponsored by The Bellevue Collection, highlighted in Fashion Week marketing materials including official website and social media and gain valuable mentorship by the panel of fashion industry members. One winner will receive a fashion fund prize package, plus have their collection displayed in Bellevue Square during the month of October. That winner will be announced the night of IDRS.

For more information, go to 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, 23 sit-down restaurants, a 16-screen premier cinema, 1,000 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.

Official event hashtag #IDRS #BellevueFW

@BelleCollection (Bellevue Collection Twitter)

@BelleVue (Belle's Twitter)

www.facebook.com/bellevuecollection (Bellevue Collection Facebook)

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