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## **Nordic Fashion Designer Event Kicks Off Fashion Night Out at The Bellevue Collection**

**BELLEVUE, Wash. (August 24, 2011)** – Kick off Fashion’s Night Out (FNO) at The Bellevue Collection on Sept. 8, 2011 from 7 – 10 p.m. with an exclusive exhibit of the “Nordic Fashion Biennale: Curator’s Cut.” The Center Court event will feature a live DJ, fun photo booths, delicious PinkaBella Cupcakes and live models of Nordic fashions. You can even enter to win a \$1000 Bellevue Collection Gift Certificate during the event.

This one-of-a-kind exhibit is an exciting preview of the extensive Nordic Museum Event; *2011 Nordic Fashion Biennale* happening throughout the fall. The Nordic Heritage Museum, Seattle and Nordic House, Reykjavik is hosting the Biennale taking place at the Nordic Heritage Museum in Seattle. The Nordic Fashion Biennale was launched by the Nordic House, Reykjavik in 2009 in Reykjavik, Iceland, and included more than 60 designers, artists, musicians and speakers. This will be the first time this event is being held in the United States.

The special FNO launch event at Bellevue Square provides an early look through street fashion photography from the Scandinavian capitals of cutting edge contemporary fashion, design and installations from Nordic designers. Additionally, view the creative work of the Nordic Fashion Biennale’s guest curator, New York-based Icelandic Artist Hrafnhildur Arnardottir. She is famous for her collaboration with Björk and for her commissioned work for the Museum of Modern Art in New York.

Come early as the first 200 guests to check-in who have RSVP’d on Facebook, will receive a complimentary deluxe swag bag filled with fashion items, samples, coupons, and more. The remaining 800 guests to check-in who have RSVP’d on Facebook, will receive a complimentary swag bag.

Guests who check-in but have not RSVP'd on Facebook will receive a swag bag by signing up to become a Be. Rewarded member.

Customers presenting receipts dated September 8, 2010 through September 17, 2010 that total \$200 or more from any Bellevue Collection store, restaurant or entertainment venue, are eligible to receive a complimentary copy of, *American Fashion Designers At Home*, while supplies last.

For more information, visit [bellevuecollection.com/event](http://bellevuecollection.com/event).

### **About the Nordic Heritage Museum**

With over 55,000 visitors annually, the Nordic Heritage Museum is a cultural treasure in the Pacific Northwest. It is the only museum in the United States that represents the cultural heritage of all five Nordic countries: Denmark, Finland, Iceland, Norway and Sweden. The Museum's mission is to share Nordic culture with people of all ages and backgrounds by exhibiting art and objects, preserving collections, providing educational and cultural experiences and serving as a community gathering place. The Nordic Heritage Museum presents a wide range of vibrant programs including contemporary art exhibitions, outstanding concerts, lectures and films and a variety of special events throughout the year.

### **Background on the 2011 Nordic Fashion Biennale:**

The 2011 Nordic Fashion Biennale is being produced by the Nordic House, Reykjavik and the Nordic Heritage Museum. The highlight of the Nordic Fashion Biennale is an exhibition, *Looking Back to Find our Future*, curated by New York-based Icelandic artist Hrafnhildur Arnardottir. Arnardottir is well known for her collaboration with Björk and for her commissioned work for the Museum of Modern Art in New York. *Looking Back to Find our Future* will include fashion and jewelry from Denmark, the Faroe Islands, Finland, Greenland, Iceland, Sweden, and Norway. Cutting-edge contemporary fashion, design, and installations throughout the Museum will blur past and present, highlighting traditions of craft and creativity in Nordic design. The exhibition will demonstrate how important the influences of nature and heritage are for Nordic designers.