

FOR IMMEDIATE RELEASE

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## A Month of Spring Fashion Hits The Bellevue Collection

**BELLEVUE, Wash. (March 12, 2012)** – Be inspired by the season's irresistible trends during The Bellevue Collection's month of fashion, April 2012. Three stylish events kick off this season of fashion in the Northwest.

### **Belle's Spring Fashion Frames | April 4 – April 29**

Bellevue Square, First Level

See the season's must-have trends on display at Bellevue Square in our Fashion Frames. Handpicked by Belle's Vue, The Bellevue Collection's Fashion Expert and Blogger, each Frame features her picks for the season's go to, fresh-for-spring trends and accessories! Visit Belle's blog at [bellevuecollection.com/bellesvue](http://bellevuecollection.com/bellesvue)

### **Spring 2012 Exclusive Runway Show | April 21**

Bellevue Square, Center Court

8:30 am Check-in, 9:00 am Show

Preview the season's must-have spring trends at The Bellevue Collection's exclusive before-hours runway show at Bellevue Square benefiting Bellevue Arts Museum. Enjoy chic breakfast bites upon arrival followed by an exclusive, insider runway show featuring all the looks you need for spring. Leave the show a style muse with our to-die-for swag bag. Featured stores include: 7 For All Mankind, Vince, Zebra Club, Aritzia, Lacoste, Macy's, Splendid, Arden B., and more.

*Tickets are \$25 and include a \$10 Bellevue Collection Gift Certificate in your swag bag. 100% of ticket sales to benefit Bellevue Arts Museum courtesy of The Bellevue Collection. Seating is limited. For tickets, visit [bellevuecollection.com/SpringFashion](http://bellevuecollection.com/SpringFashion).*

### **Mini-Runways: A Closer Look at what's in Store | April 21 – April 22**

Bellevue Square, Center Court

The latest spring trends hit the runway in Bellevue Square's Center Court. Grab a complimentary seat and enjoy a mini-runway show for a taste of The Collection's hotlist for spring. Shows are ten minutes long and are complimentary.

*For a schedule, visit [bellevuecollection.com/SpringFashion](http://bellevuecollection.com/SpringFashion).*

For more information on all events and even more spring fashion, such as a behind the scenes look at the making of our Spring Look Book, please visit: [bellevuecollection.com/SpringFashion](http://bellevuecollection.com/SpringFashion).

### **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 #TBCSpringFashion • @BelleCollection (Bellevue Collection Twitter) • @BellesVue (Belle's Vue Twitter) • [www.facebook.com/bellevuecollection](http://www.facebook.com/bellevuecollection)