

FOR IMMEDIATE RELEASE

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## **Front Row Fashion with VOGUE Headlines Fashion Week 2011 at The Bellevue Collection**

**BELLEVUE, Wash. (August 17, 2011)** –Fashion Week 2011 at The Bellevue Collection will bring to life the pages of the country's leading fashion authority, *Vogue* magazine, Sept. 28 – Oct. 2, 2011. This week-long experience goes day-to-night with runway shows, chic parties, special appearances, fashion exhibits, stylish in-store events, after-show parties and irresistible shopping.

Two new additions to the stylish line-up make this week even more dynamic. Fashion Forecast, features Lawrence Zarian, style expert and TV personality from Entertainment Tonight and Live! with Regis and Kelly, highlights how to make key fall looks accessible to every lifestyle. A week of style wouldn't be complete without a focus on beauty at Posh Party Beauty and Trend Show to benefit Bellevue LifeSpring.

The week will build to the coveted Front Row Fashion runway show presented by Vogue and The Bellevue Collection on Saturday, Oct. 1st. For this premiere event, Vogue offers insight on all the fall trends straight from the pages of the magazine. 100% of the ticket sales from Front Row Fashion benefit The Moyer Foundation. Last year The Bellevue Collection raised over \$48,000 for The Moyer Foundation.

The lineup of events features something for every fashion maven, of any age:

### **Wednesday, September 28th**

*Glambition: Girl Power Hour Anniversary Party*; Hyatt Regency Bellevue, 7:00 – 11:30 pm; Join Girl Power Hour for a night of fashion, stylish networking, philanthropy and social glam. For tickets and information visit [www.girlpowerhour.com/G4](http://www.girlpowerhour.com/G4).

### **Thursday, September 29th**

*Nordstrom Fall Fashion Show* to benefit the Detlef Schrempf Foundation

Hyatt Regency Bellevue; 7 pm – Cocktail and hors d'oeuvres reception  
8 pm – Runway show spotlighting the best of contemporary and emerging designers. For tickets or more information, call the Detlef Schrempf Foundation at 206-464-0826 or visit [www.detlef.com](http://www.detlef.com).

### **Friday, September 30th**

*Macy's "Jewels of Dior" Makeup Event*; Bellevue Square, Center Court 10:00 am – 2:00 pm; Discover the Jewels of Dior. Learn the latest beauty tips and tricks from the Dior show artist Karen Hummel and her team of experts. Enjoy one-on-one consultations at this complimentary event.

#### *Posh Party Beauty & Trend Show*

Hyatt Regency Bellevue, 6:30pm; A stylish evening of cocktails, appetizers, a runway show of fall's must-have trends, and a beauty report by Estée Lauder, "Every Woman Can Be Beautiful!" Experience mini treatments, tips, and more at the "Posh Party After Lounge" in Bellevue Square. The event is for all ages. Tickets are \$50. 100% of the ticket price benefits Bellevue LifeSpring and includes exclusive access to VIP Shopping Night (Saturday). Tickets: [www.bellevuecollection.com/fashionweek](http://www.bellevuecollection.com/fashionweek)

#### *Zebra Club Fashion Show*

Presented by Munchbar at Piano Bash; 8:00 pm; Fashion, entertainment, and after-party at Munchbar with a celebrity guest. Tickets are \$50 and can be purchased at email [tables@munchgroup.com](mailto:tables@munchgroup.com) or call 206-307-1475.

#### *Fashion Hour Happy Hour*;

Enjoy Signature appetizers, the Perfect Martini, and fashions from ROAD and Trillium Custom Tailoring & Design, at Ruth's Chris Steak House, 4:30 – 6:30 pm.

### **Saturday, October 1st**

*Fashion Forecast with Lawrence Zarian*; Bellevue Square, Center Court 11:00 am; Style expert, TV host and author, Lawrence Zarian, with Anne Vincent, Special Events and Merchandising Director of *Vogue* Magazine share how to make the latest fall trends accessible to every lifestyle. Seating is complimentary and limited.

*Front Row Fashion*; Hyatt Regency Bellevue, 6:00pm; Vogue presents the fall trends straight from the pages of the magazine to the runway, offering insight on fall trends and how to wear fashions available at The Bellevue Collection. Must be 21 or over to attend. All Access Tickets – \$175; General Admission Tickets – \$100;

For tickets and information, visit [www.bellevuecollection.com/fashionweek](http://www.bellevuecollection.com/fashionweek).  
100% of the ticket price benefits The Moyer Foundation, [moyerfoundation.org](http://moyerfoundation.org).

ALL ACCESS TICKET HOLDERS ONLY are invited to join the runway show team for an exclusive post-show cocktail reception.

#### *VIP Shopping Night*

For Front Row Fashion and Posh Party Ticket Holders; 8-9:30pm; Enjoy decadent desserts and fashionable in-store events while being privy to exclusive offers from select stores at Bellevue Square.

#### **Sunday, October 2nd**

Undressed Runway Show; Hyatt Regency Bellevue; SEVEN Salon and REPORT Footwear present an exclusive runway event where fashion bares it all and style proves it has nothing to hide. The spotlight turns on amazing hair and killer heels for an evening of head-to-toe style. Doors open at 7 pm. and show starts at 8 pm; VIP Tickets \$95/General Admission Tickets; \$55, available at SEVEN Salon and REPORT Footwear locations. Call 425-289-1777 or 425-990-1234 to purchase or for information.

#### **All Week, Sept. 28 – Oct. 2**

##### *PStyle Studio;*

Receive a personal style assessment to reveal the real you.  
Complimentary appointments are limited. Call 425-829-7864.

##### *Munchbar – Celebrity Guest;*

After-Show Parties, Sept. 29 – Oct. 1. For tickets, email [tables@munchgroup.com](mailto:tables@munchgroup.com) or call 206-307-1475.

##### *Parlor Ultralounge – Rockstar Fashion Party Weekend*

Sept. 29 - Oct. 1, 9 pm to closing; Enjoy after the runway shows, party like a Rockstar and win great prizes. Special appearance by comedian Bryan Callen.

For more information on these and other events planned for Fashion Week 2010, visit [www.thebellevuecollection.com/fashionweek](http://www.thebellevuecollection.com/fashionweek).

#### **About The Bellevue Collection**

Located in the heart of Bellevue, Washington, The Bellevue Collection includes Bellevue Square, Bellevue Place and Lincoln Square. 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 an experience unlike any other in the region. It is located on Bellevue Way between NE 4<sup>th</sup> and NE 10<sup>th</sup> Streets in downtown Bellevue, just across Lake Washington from Seattle.

Official event hashtag #TBCFashionWeek

@BelleCollection (Bellevue Collection Twitter)

@BellesVue (Belle's Twitter)

[www.facebook.com/bellevuecollection](http://www.facebook.com/bellevuecollection) (Bellevue Collection Facebook)

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