

VOGUE to Partner with The Bellevue Collection to Present Front Row Fashion Runway Show at Fashion Week '09

BELLEVUE, Wash. (July 22, 2009) – The Bellevue Collection announces today a collaboration with the recognized authority in haute fashion coverage, *Vogue* magazine, for Fashion Week '09, September 29 – October 4, 2009. In addition to a special *Vogue* fashion presentation, this fourth annual event will include proven favorites such as the Nordstrom Fall Fashion Show, a runway show by David Lawrence showcasing Italian designer fashions, a cutting edge hair and fashion show by 7 Salon and Zebraclub, and VIP Shopping Night at The Bellevue Collection.

New this year is *Front Row Fashion presented by Vogue*, a spectacular runway show designed and executed by *Vogue* magazine with fashions from The Bellevue Collection. This exclusive presentation will bring the fall trends straight from the pages of *Vogue* to Bellevue's Fashion Week runway. Special guest, Anne Vincent, director of merchandising for *Vogue*, will share the must-haves for fall.

In addition, Lincoln Square Cinemas will be the site of the greater Seattle/Eastside director's screening of the new documentary *The September Issue*. Offering unprecedented access into the making of the world's most famous fashion magazine, *The September Issue* illustrates *Vogue's* extraordinary influence on fashion, culture and on the market. The debut will be followed by a special Q & A reception with Director R. J. Cutler.

"With all of the new luxury brands choosing to open at The Bellevue Collection (Burberry, Michael Kors, 7 For All Mankind, Hugo Boss, True Religion) plus the broad collection of haute designers featured at Nordstrom, and boutiques like David Lawrence and Mercer, partnering with *Vogue* to present our major fashion event was a perfect match," says Jennifer Leavitt, vice president of marketing, Kemper Development Company (KDC), owners of The Bellevue Collection. "This partnership speaks to the affluence, sophistication and fashionable sensibility of our core customers. We are ecstatic to be able to bring *Vogue* to the Northwest for Fashion Week at The Collection."

Anne Vincent, who has been with the business side of *Vogue* for eight years spearheading events, presenting fashion and beauty trends and serving as TV spokeswoman will be on hand for media interviews.

Major events planned for Fashion Week '09 are as follows:

- Sept. 29 *The September Issue* Special Screening with director R.J. Cutler,
Lincoln Square Cinemas
- Sept. 30: *Nordstrom Fall Fashion Show*, Hyatt Regency Bellevue
- Oct. 1: *Italia: Life in 'I' Style* presented by David Lawrence and the Italian
Trade Commission, Hyatt Regency Bellevue
- Oct 2 *Sweat and Spice Spectacular*, lululemon athletica, Hyatt Regency
Bellevue
- Oct. 3: *Breakfast at Tiffany's*, Tiffany & Co. at Bellevue Square
- Front Row Fashion Presented by Vogue*, featuring Anne Vincent, Vogue
magazine, Hyatt Regency Bellevue
- VIP Shopping Night at The Bellevue Collection*, featuring a host of
exclusive offers from stores throughout The Collection.
- Oct. 4: *Urban Blowout*, cutting edge hair meets cutting edge fashion, 7 Salon
and Zebraclub, Hyatt Regency Bellevue

For more information, visit 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, 19 sit-down restaurants, a 16-screen premier cinema, 700 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 4th and NE 10th Street in downtown Bellevue, just across Lake Washington from Seattle.

#