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**Selected Designers Announced for
Independent Designer Runway Show
at *Fashion Week at The Bellevue Collection***

BELLEVUE, Wash. (March 26, 2013) – After the careful review of 37 talented applicants, The Bellevue Collection’s Independent Designer Runway Show (IDRS) panel of local fashion leaders selected eleven local fashion designers to participate in the second annual Independent Designer Runway Show. The show is set for Wednesday, September 25th during this year’s ***Fashion Week at The Bellevue Collection 2013*** (BellevueCollection.com/FashionWeek).

Selected Designers are:

- **Benu Cashmere** by Claire Kim
- **Corban Harper** by Corban Harper
- **Erin Roby** by Erin Roby erinroby.com
- **Lastwear Clothing Company** by Rowan Rhys lastwear.com
- **Lia Pal** by Liuba Palanciuc liapalfashion.com
- **Michael Cephress** by Michael Cephress michaelcephress.com
- **Ozen Company** by Aykut Ozen ozencompany.com
- **Paychi Guh** by Paychi Karen Guh paychiguh.com
- **Sarsen** by Heather Ellrod shopsarsen.com
- **Trina Pierre** by Trina Kelly
- **Wyatt Orr** by Liise Wyatt & Karly Orr wyattorr.com

Over the next few months, the designers will go through a process of mentorship from the panel with the end result of each designer presenting a ten look collection on the runway. One of the selected designers will receive a prize package that includes \$5,000 cash to help build their business and a special display in Bellevue Square during the month of October.

“It is an ardent task that The Bellevue Collection took on last year; to give Indie Designers a showcase to put their dreams forth on a beautiful runway and professionally produced show that is on par with New York Fashion Week events I have attended in the past at Bryant Park,” shares IDRS 2012 Winner, Carole McClellan. “Several of us that night felt the spark of something new and exciting that was created in Seattle for the design community. I do not say community lightly as it was said over and over. Kemper Development really took a risk with this. But they are building community by taking this on... Independent fashion designers finally have a proper forum for nurturing the talent we have here in our region--patrons, industry executives, bloggers, and general fashion enthusiasts all under one roof.”

She goes on to elaborate on projects resulting from her selection last year as the winning designer. “The win of IDRS last year opened new doors for me as well as re-opened a lot of old doors. A lot of new clients for custom work, industrial design for Evergreen Healthcare (signature mammography gowns), a headlined show at EMP for Black Leather Jacket, press interviews with Seattle Metropolitan Magazine, Seattle Magazine, Seattle Times, many bloggers and a discussion with a group in Paris for a showing.

And not the least, are talks with investors as they finally saw my ability to present looks at a full top-level runway and receive a win and national press.”

The selection panel consisted of Laura Cassidy - Style Editor, Seattle Metropolitan Magazine; Vivian Miller-Rahl - Regional Director, Fashion Group International, Seattle; Drew Holland- Business Development Manager, Amazon; Bruce Pflaumer - Owner, Michael Bruce Image Consulting; and Rebecca Luke-Key Costume Designer, Rebecca Luke Costume Design, Co-Founder & Senior Stylist, Sustainable Style Foundation, CEO/Founder, les Egoistes, LLC & Rebecca Luke Style.

The event is a featured runway show of Fashion Week at The Bellevue Collection, Sept. 25th – 29th, 2013. The week also features its signature runway show, *Front Row Fashion presented by Vogue Magazine*. Tickets for all of the Fashion Week Events will go on sale this summer. Check the web site for regular updates at 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.

About Fashion Group Seattle

The Fashion Group International is a global, non-profit, professional organization with 5000 members in the fashion industry including apparel, accessories, beauty and home. The FGI mission is to be the pre-eminent authority on the business of fashion and design and to help its members become more effective in their careers. To do this, FGI provides insights on major trends in person, online and in print; access to business professionals and a gateway to the influence fashion plays in the marketplace.

Official event hashtag #IDRS #BellevueFW

@BelleCollection (Bellevue Collection Twitter)

@BellesVue (Belle’s Twitter)

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