

FOR IMMEDIATE RELEASE

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The Bellevue Collection Launches Spring 2013 Be. Magazine Top trends of the season come to life

BELLEVUE, Wash. (March 28, 2013) – Be inspired by the season’s most irresistible trends with The Bellevue Collection’s Spring 2013 Be. Magazine. Browse the top trends for the season and discover all that is fresh at Bellevue Square, bellevuecollection.com/SpringFashion/LookBook. Official trends include:

- **Graphic Addict** The perennial stripe finds new inspiration in the colors of the season. Reinvented, look out for these knock-outs as they are bolder than ever.
- **Bright Beginnings** Neon electrifies spring’s palette with fun fluorescents! Supercharge your wardrobe with pops of hotlist pinks, yellows, oranges, and blues – and get noticed!
- **Sheer Genius** Breezy basics play tricks this spring, concealing and revealing with the awe of an optical illusion. Find your inner flirt and play peekaboo with stencil-like cut-outs and airy fabrics that bare a tasteful amount of skin.
- **Plain as Black & White** Spring is back-to-basics with black and white setting the mood. Don’t be fooled, this minimal palette’s high-contrast brings high-drama, sure to yield monochrome fever.
- **In the Middle** The midriff claims real-estate this spring as crop tops and separates dominate the season. However, not without the high-waisted skirt and trouser in tow as the navel is not coming out to play!
- **Island Hopping** The charm of distant civilizations collides in a collage of patchwork and splicing layered with exotic textures. The riot of influences makes for an enchantingly vivid story of travel and discovery.
- **Leather Weather** This go-to staple is refined for spring. Leather debuts it’s makeover with clean lines and utilitarian shapes.

The trends come to life with the new “Behind the Scenes” video of The Collection’s Spring 2013 Be. Magazine photo shoot. See what it takes to make the fashion guide of the season, from hair and makeup to stylists and photographers – it’s all there in one compelling video. Visit The Bellevue Collection’s Spring Website at, bellevuecollection.com/SpringFashion.

TREND RUNWAY SHOW: Preview the season’s must-have spring trends at The Bellevue Collection’s exclusive before-hours runway show in Bellevue Square on April 27th at 9am. 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 a to-die-for swag bag and a \$10 Bellevue Collection Gift Certificate. Tickets are \$25 with 100% of ticket sales to benefit Bellevue Arts Museum courtesy of The Bellevue Collection. For tickets and information, visit bellevuecollection.com/SpringFashion. Seating is limited.

• Official event hashtag #TBCSpringFashion • @BelleCollection (Bellevue Collection Twitter) • @BellesVue (Belle’s Vue Twitter) • www.facebook.com/bellevuecollection

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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.