

FASHION WEEK

AT THE BELLEVUE COLLECTION SEPT. 23 - 27



FOR IMMEDIATE RELEASE

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Regional Fashion Designers Sought for 2015 Fashion Week Independent Designer Runway Show Applications Due March 15 to Participate in 10th Annual *Fashion Week at The Bellevue Collection*

BELLEVUE, Wash. (January 13, 2015) – Independent designers in Washington have a chance to become one of a handful of featured designers at the fourth annual **Independent Designer Runway Show (IDRS)** at the 10th Annual **Fashion Week at The Bellevue Collection**. Applications are now being accepted to become a featured designer for the show, set for Sept. 23, 2015 where one winning designer will be awarded a cash prize and featured display in Bellevue Square. IDRS kicks off the annual weeklong fashion event with last year's show sold out with over 600 attendees.



*Fashion Week at The Bellevue Collection takes place Sept. 23 - 27.
Photo: Team Photogenic.*

SELECTED DESIGNERS RECEIVE:

- 10 looks featured in fully produced runway show segment in Fashion Week at The Bellevue Collection's Independent Designer Runway Show
- Feature in Seattle Met Magazine IDRS Designer Profile Booklet
- Highlighted in Fashion Week marketing materials including official website and social media
- Mentorship by a panel of fashion industry experts
- Chance to win top honors at the show, including a \$5000 cash prize furnished by The Kemper Freeman Family and The Bellevue Collection and their designs on display at Bellevue Square during October 2015

Designer applications are due March 15. Selected designers will then be interviewed by the panel of judges with final selection to be announced April 17. Designers will be judged by the IDRS Panel Members using the following criteria:

- Creativity and originality
- Workmanship
- Business model - brand positioning, selling/distribution model, marketing strategy
- Presentation

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2014 IDRS Winner Deborah Roberts with her line, *Silvae*. Photo: Vivian Hsu for Team Photogenic.

The Bellevue Collection launched the Independent Designer Show in 2012 as a way to support the local designer industry and foster relationships for future growth. Last year, the IDRS panel of local fashion industry members selected ten local fashion designers to participate in the third annual, sold out Independent Designer Runway Show, of which designer Deborah Roberts' line *Silvae* took home top honors.

To apply, visit BellevueCollection.com/FashionWeek. Please send applications or questions to Julie.Hamasaki@kemperdc.com. For more information, go to 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 Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue. This distinctive collection features 250 of the finest shops, 25 destination restaurants, a 16-screen premier cinema, 1,100 luxury hotel rooms and 10,000 free retail parking spaces, all in one location. The Bellevue Collection is a 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 #IDRS #BellevueFW

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