

# FASHION WEEK

AT THE BELLEVUE COLLECTION SEPT. 23 – 27



## FOR IMMEDIATE RELEASE

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## Local Designers Selected for Independent Designer Runway Show during 10<sup>th</sup> Annual Fashion Week at The Bellevue Collection

**BELLEVUE, Wash. (April 15, 2015)** – The Bellevue Collection announced today the eight designers selected to be featured in the fourth annual *Independent Designer Runway Show (IDRS)* during the 10<sup>th</sup> annual *Fashion Week at The Bellevue Collection*. Selected from numerous applicants, the eight designers stood out offering fresh, fashion forward collections with innovative fabrics and silhouettes. “We had an exciting pool of talent and are filled with anticipation for how the show will come together this fall,” says Jennifer Leavitt, vice president of marketing for The Bellevue Collection. “As we hit our 4<sup>th</sup> year of IDRS it is truly special to be able to showcase such continued dynamic talent from our location fashion community.” Each designer will get one segment of the show, set for Sept. 23, 2015 at the Hyatt Regency Bellevue. IDRS kicks off the annual weeklong fashion event and is always a highlight performing to a sell-out crowd of nearly 600 ticket holders.



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

Selected local fashion designers are:

- **Daniel Ressa**
- **Cute Like Mad** by Jeanette Svensk Li [cutelikemad.com](http://cutelikemad.com)
- **Iris Klein**
- **Dawson & Deveraux** by Matt Alexander [dawson-deveraux.com](http://dawson-deveraux.com)
- **Dream Dresses by P.M.N.** by Phuong Minh Nguyen [dreamdressesbyPMN.com](http://dreamdressesbyPMN.com)
- **Rana Ottaviani**
- **VARSHA** by Varsha Agarwal [varshaagarwal.com](http://varshaagarwal.com)
- **Victoria Postolit** [victoriapostolit.com](http://victoriapostolit.com)

Along with a segment in a fully produced runway show dedicated to their work, the show’s sponsor The Bellevue Collection highlights each designer in Fashion Week marketing materials including the official website and social media. Designers also gain valuable mentorship by a panel of fashion industry experts. One winner, to be chosen by the panel immediately following the show will receive a \$5000 cash prize furnished by The Kemper Freeman Family and The Bellevue Collection and have their collection displayed in Bellevue Square during the month of October. Panel members will judge the designers on their creativity and originality, workmanship, business model and presentation. The panel includes Marj Turner of Fashion Group International, Seattle Met Magazine Style Editor, Amanda Zurita, Bruce Pflaumer of Michael Bruce Image Consulting and Patricia Wolfkill, A 20-year veteran of the fashion industry.

For more information, visit [bellevuecollection.com/fashionweek](http://bellevuecollection.com/fashionweek).

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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 Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue. This distinctive collection features 250 of the finest shops, 30 destination restaurants, 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 hashtags: #IDRS #BellevueFW | @BelleCollection (Bellevue Collection Twitter) | @BellevueCollection (Bellevue Collection Instagram) [www.facebook.com/bellevuecollection](http://www.facebook.com/bellevuecollection) (Bellevue Collection Facebook)

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