

FASHION WEEK

AT THE BELLEVUE COLLECTION SEPT. 24-28



FOR IMMEDIATE RELEASE

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TV Celebrity Lawrence Zarian to Host Posh Party Trend Show During Fashion Week at The Bellevue Collection

BELLEVUE, Wash. (Sept. 9, 2014) – Style expert, TV host and author, Lawrence Zarian will host this year's *Posh Party Trend Show*, the premier girls night out event of *Fashion Week at The Bellevue Collection*. The stylish evening is set for Friday, September 26th at 6:30 p.m. at the Hyatt Regency Bellevue.

Zarian brings an experienced fashion perspective to the Pacific Northwest market. With an extensive background in red carpet commentary and years performing stunning fashion makeovers, Lawrence, who has hosted past events at Fashion Week to enthusiastic audiences, is a wealth of knowledge of how to wear fall trends, all delivered in a personable and entertaining forum.

New this year to Posh Party Trend Show are interactive beauty stations in the foyer before and after the runway show where attendees can learn the latest beauty trends and gain personalized guidance from beauty experts, including make-up and hair consultations and touch ups, nail polish changes, hand massages and product samples. Also featured is a photo booth for guests' pictures while trying on the hottest fall accessories all while enjoying appetizers and cocktails. The culmination of the evening is the runway show featuring the hottest trends from The Bellevue Collection's Fall 2014 Look Book. The event is open to all ages and benefits Bellevue LifeSpring.



Style expert, TV host and author, Lawrence Zarian during Fashion Week at The Bellevue Collection 2013. Photo: Team Photogenic.

Tickets are on sale now for \$50 with 100% of the ticket price benefitting Bellevue LifeSpring www.bellevuelifespring.com. For more information and to purchase tickets as well as a full listing of the other Fashion Week events, visit www.bellevuecollection.com/fashionweek.



Guests gather at the 2013 Posh Party Trend Show. Photo: Team Photogenic.

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

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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.