

FASHION WEEK

AT THE BELLEVUE COLLECTION SEPT. 21-25



FOR IMMEDIATE RELEASE

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Premier Independent Fashion Designer Showcase Announces Launch of Statewide Search for the Best Indie Designers

2016 Fashion Week at The Bellevue Collection's Show Celebrates 5th Anniversary

BELLEVUE, Wash. (Jan. 29, 2016) – The state's premier event for independent fashion designers kicks off its search today for the top indie fashion designers to participate in the fifth annual **Independent Designer Runway Show (IDRS)** during **Fashion Week at The Bellevue Collection**. Apply today to be one of the featured designers to gain valuable mentoring from industry leaders and a chance to participate in the famous IDRS show, set for Sept. 21, 2016. The winning designer at IDRS will be awarded a cash prize of \$5,000 and a featured display during the month of October in Bellevue Square. IDRS is the first runway show of Fashion Week at The Bellevue Collection, kicking off the annual week-long fashion event with last year's show selling out with over 600 attendees.



2015 Independent Designer Runway Show Winner, Phuong Minh Nguyen of Dream Dresses by P.M.N. with her collection 'Autumn Glamour.' Photo: Vivian Hsu.

SELECTED DESIGNERS RECEIVE:

- 10 looks featured in professionally 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 \$5,000 cash prize furnished by the Kemper Freeman family and The Bellevue Collection and their designs on display at Bellevue Square during October 2016

Designer applications are due April 1. Selected designers will then be interviewed by the panel of judges on April 29 with final selection to be announced May 2. Selected Designers will be judged by the IDRS Panel Members using the following criteria:

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

The Bellevue Collection launched the Independent Designer Runway 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 eight local fashion designers to participate in the sold out show. In 2015, designer Phuong Minh Nguyen of Dream Dresses by P.M.N. took home top honors.



Runway looks by Dawson & Deveraux (left) and VARSHA (right) at the 2015 Independent Designer Runway Show. Photo: Vivian Hsu.

For more information and to apply, visit www.fashionweekbellevue.com. Please send applications or questions to Julie.Hamasaki@kemperdc.com.

About The Bellevue Collection

Located in the heart of Bellevue, Washington, The Bellevue Collection, owned by Kemper Development Company and its Affiliates, 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, 30 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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