

FASHION WEEK

AT THE BELLEVUE COLLECTION

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Nine Local Designers Selected for Independent Designer Runway Show to Kick Off Fall Fashion Week at The Bellevue Collection

BELLEVUE, Wash. (May 2, 2016) – The Bellevue Collection announced today the nine designers selected to be featured in the fifth annual **Independent Designer Runway Show (IDRS)** during **Fashion Week at The Bellevue Collection** set for Sept. 21 – 25, 2016. Selected from one of the largest pools of applicants, the nine designers demonstrated outstanding fashion sense and dynamic collections, innovative fabrics, and fresh silhouettes.

“This year’s applicants were among the best we have had in the 5 years running IDRS,” says Jennifer Leavitt, vice president of marketing for The Bellevue Collection. “We continue to be amazed at the local talent and are proud to help support the Pacific Northwest’s growing fashion community.”



Looks from VARSHA (left) and winning collection, Dream Dresses by P.M.N. (right) at the 2015 Independent Designer Runway Show. Photo: Vivian Hsu, Team Photogenic.

Each designer will showcase their collection in one segment of the show, set for Sept. 21, 2016 at the Hyatt Regency Bellevue. IDRS is the lead off show to the annual weeklong fashion event and is always a highlight, performing to a sell-out crowd of nearly 600 ticket holders including local media, retailers and buyers.

Selected local fashion designers and their labels are:

- **Like a Rock Star** by Chris Jones likearockstar.com
- **Devonation** by Devon Yan devonyan.com
- **man.tis** by Elma Miza shopmantiseseattle.com
- **Gina Marie** by Gina Moorhead houseofginamarie.com
- **Julie Danforth** by Julie Danforth juliedanforthdesign.com
- **Dollstreet** by Lindsay Moen dollstreetshop.com
- **Valentina & Valentia** by Milena Natanov valentinavalentia.com
- **Milano MAI** by Oscar Milano Mai milanomai.portfoliobox.io
- **Aburu Fashion House** by Shalom Aburu

Along with the opportunity to be featured in the professionally produced runway show dedicated to independent designers, 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 members through several check-in meetings leading up to the show. One winner, to be chosen by the panel immediately

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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, Regional Director for Seattle Fashion Group International, Bruce Pflaumer of Michael Bruce Image Consulting and joining the panel this year are Seattle Met Style Editor and Editor at Seattle Met Bride & Groom, Colleen Williams, and designer and consultant Lisa Vian Hunter. Lisa also handles designer outreach and marketing for Chance Fashion in Seattle, was a featured guest designer in the first IDRS event and was on *NBC's Fashion Star*, which aired nationwide in 2012.

For more information, visit fashionweekbellevue.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 Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue. This distinctive collection features 200 of the finest shops, 35 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 hashtags: #IDRS, #BellevueFW

Twitter: @BelleCollection

Instagram: @BellevueCollection

Facebook: facebook.com/bellevuecollection

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