

**FASHION WEEK**  
EL PASEO

**FASHION**  
**FOOD & WINE**

MARCH 22-28, 2010

FOR IMMEDIATE RELEASE  
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**FASHION WEEK EL PASEO TURNS 5  
WITH A NEW PAIRING: “FASHION FOOD & WINE”**

***“The Most Anticipated Week of the Year!”***

PALM DESERT, CA — The fifth annual Fashion Week El Paseo will unfold in Palm Desert with a delectable new addition: ***Fashion Food & Wine (March 22-28, 2010)***. The venture will pair everyone’s favorite passions — seeing the best in fashion design and enjoying impeccably prepared food with ultra-premium champagnes Schramsberg and Piper Heidsieck, as well as some of the world’s top varietals and vintages, including Sonoma-Cutrer, Hess Estates, and Silverado Vineyards.

**Fashion Week El Paseo** will unfold in the Big White Tent located at Larkspur and El Paseo, March 22-28, 2010. Here are program highlights:

**Monday, March 22:** *Runway Bar El Paseo Fashion Show* featuring designs from 15 top El Paseo stores. A sellout each year, this show ranges from one-of-a-kind designs by local designers to name brands from around the world. Its narrative impresses as El Paseo’ sophistication comes to life as a dynamic, world-class fashion destination.

**Tuesday, March 23:** *ASID Project Runway* has top ASID-member interior designers using materials from their trade — fabrics, tiles, and paints — to design innovative creations in high fashion. Inspiring and entertaining, the show brings home style to life.

**Wednesday, March 24:** Fashion design from around the world converges on El Paseo for an evening of adventure. You will be guided to known centers of design — Paris,

New York, London, Milan, and the emerging Bahamas, Africa, and California to discover the latest in well-known styles and hidden gems of emerging artistry.

**Thursday, March 25:** Top graduating students of Fashion Institute of Design & Merchandising (FIDM) present their collections in the West Coast design juggernaut *Debut 2010*. If you want to stay a head of the curve and see what truly is next as interpreted by California's premier design school, you want a front-row seat. All designers will be in attendance to provide a special chance to hear what inspired them.

**Friday, March 26:** *Men's Night*. Rugged, refined, sexy, and sophisticated men's fashions take to the runway in one of the most spirited evenings of the week. (Designer to be announced)

**Saturday, March 27:**

- *Fine Dining and Premium Wine Tasting* featuring 10 celebrity chef demonstrations, 35 of the top fine dining restaurants from throughout Southern California, and more than 40 premium wine and champagne purveyors courtesy Young's Market-The Estates Group. 11 a.m. to 4 p.m.
- *Designer of the Week Fashion Show* on stage, featuring a couture fashion designer. 7:30 p.m.

**Sunday, March 28:** *Live Fire Grilling and Wine and Microbrewery Tasting with the Food Network's Build a Better Burger Contest* featuring 10 celebrity chef demonstrations; 30 of the top grill, brick oven, and live fire restaurants throughout Southern California; and more than 25 wines and beers and lagers. Noon to 5 p.m.

For more information, tickets, or sponsorship opportunities, contact Michael Mathews, Marketing Director, *Palm Springs Life*, at 760-325-2333 or via e-mail at [michaelm@palmspringslife.com](mailto:michaelm@palmspringslife.com). Updates and tickets at [www.fashionweekelpaseo.com](http://www.fashionweekelpaseo.com).