

Palm Springs Life[®]

FOR IMMEDIATE RELEASE

Contact: Lydia Kremer
Vortex Public Relations
(760) 322-2502

'PROJECT RUNWAY' FINALIST MICHAEL COSTELLO WILL PRESENT NEW COLLECTIONS AT FASHION WEEK EL PASEO ON MARCH 23, 2011

Palm Springs, CA (January 5, 2011) — From *Project Runway* to Mercedes Benz Fashion Week in New York and the front page of *The New York Times*, Michael Costello is enjoying his trajectory to stardom.

His star will shine brightly in Palm Desert as a featured designer at Fashion Week El Paseo (March 20-28, 2011). Costello will present his dazzling new eveningwear collection on March 23.

The sixth annual Fashion Week El Paseo, produced by *Palm Springs Life* in partnership with the City of Palm Desert, has emerged as the premier showcase for West Coast fashion design, providing a week of world-class events for consumers, as well as the fashion industry. The public can enjoy more than nine stylish and fun events — from runway shows by Costello, Oliver Tolentino, Trina Turk, Saks Fifth Avenue, Fashion Institute of Design and Merchandising (FIDM), and others to be announced in the coming weeks.

Although he narrowly missed winning season 8 on Lifetime Network's *Project Runway*, Costello, who lives in Palm Springs, became a media darling and an audience favorite. "The events following Michael Costello's disappointing elimination on *Project Runway* have proven to be poetic justice," says *Palm Springs Life* Fashion Editor Susan Stein, noting that Costello now enjoys a high profile for his beautifully constructed elegant designs. "We are thrilled to welcome Michael to the runway during Fashion Week El Paseo — and to give his large fan base a sneak peek at his new collection."

Costello, Los Angeles-born of Greek and Italian descent, began creating designs when he was only 4 years old. At 14, he designed his first couture collection, earning him a review and listing in *Vogue* magazine's article, "Los Angeles' Hidden Talent." At 15, the wunderkind opened a boutique in Palm Springs.

Despite being completely self-taught, he qualified to attend Fashion Institute of Design Merchandising in Los Angeles. Shortly thereafter, he took a one-year internship with the celebrated show-biz designer Bob Mackie. After his internship, at 16, he took a job designing clothes for Clare's Collection, famous for their red carpet and pageant.

Now 27, Costello designs for some of today's hottest celebrities, including Toni Braxton, Paulina Rubio, Paris Hilton, Selma Hayak, Traci Bingham, Mary J. Bilge, Nicole Richie, Lindsay Lohan, Celine Dion, and others. He has also created designs seen on *The Real Housewives of Orange County* and other TV shows. In 2009, he presented his first collection at LA Fashion Week.

-more-

Fashion Week El Paseo showcases luxury brands, and more than 50 participating merchants will host in-store events such as trunk shows, informal modeling, fashion seminars, champagne receptions, and more.

Fashion Week El Paseo is produced by *Palm Springs Life* and numerous sponsors, including the City of Palm Desert, Time Warner Cable, El Paseo Merchants Association, The Gardens on El Paseo, El Paseo Village, InSanity by Denise Robérge on El Paseo, El Paseo Jewelers, and Mercedes-Benz Palm Springs.

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@palm Springslife.com, For updates and tickets log on to www.fashionweekelpaseo.com.

Palm Springs Life brings its readers engaging and topical monthly articles including richly drawn celebrity profiles; commentary on politics; intelligent features on contemporary culture, art, architecture, and lifestyle trends; a who's who on the desert's vibrant social scene; and the ultimate guide for what to do, where to go and what to wear in the Palm Springs Desert Resorts communities.

Palm Springs Life is the essential lifestyle magazine for the Palm Springs Desert Resorts, which is comprised of eight dynamic cities. Enriching the lives of residents and visitors from around the world for more than 50 years, *Palm Springs Life* has achieved cultural icon status during its long successful history -- which places it in rarefied company in the publishing world. *Palm Springs Life* is published by Desert Publications, Inc. which produces numerous lifestyle magazines throughout the West Coast.

For more information visit www.palm Springslife.com

#
