

Palm Springs Life®

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FASHION WEEK EL PASEO IN PALM DESERT TO FEATURE FASHION DESIGNER TRINA TURK'S "PALM SPRINGS ETERNAL" SPRING COLLECTION

**Palm Springs Eternal, now a national in-store promotion at Trina Turk Boutiques,
gives shoppers a chance to win a trip to the Palm Springs Desert Resorts**

Palm Springs, CA (November 24, 2010) — Trina Turk, the Los Angeles-based fashion designer who branded the Palm Springs lifestyle into a distinctive popular design aesthetic, will be the featured designer on March 25, 2011 at **Fashion Week El Paseo** which takes place in Palm Desert, CA.

Turk will present her **Palm Springs Eternal Spring 2011 Collection** which had its splashy premiere at New York's Fashion Week in October and drew enthusiastic reviews. This was the first time Trina Turk had participated in New York Fashion Week and the occasion commemorated the 15th anniversary of the Trina Turk clothing line.

"I'm thrilled to be a featured designer at Fashion Week El Paseo and to bring my Palm Springs Eternal Collection to the desert," said Turk. "This is a way for me to celebrate the Palm Springs area which has always been a muse and inspiration."

To promote her collection's debut at Fashion Week El Paseo, Turk is also rolling out **The Palm Springs Eternal Experience**, a national in-store promotion in partnership with *Palm Springs Life* magazine from November 26 thru February 28. Shoppers at each of her six boutiques – in Los Angeles, New York, Bal Harbor, Burlingame, Fashion Island in Newport Beach as well as her original boutique in Palm Springs --- will have the opportunity to travel to Palm Springs with a guest for a fabulous weekend to attend Trina Turk's runway show at Fashion Week El Paseo in March.

The Palm Springs Eternal Experience includes two VIP tickets to the **Trina Turk Fashion Show** and **Fashion Week El Paseo** related events; a two-night stay at the glamorous Riviera Palm Springs resort, and dinner for two at Wally's Desert Turtle, one of the Palm Springs area's finest restaurants. One of the other enticing components of **The Palm Springs Eternal Experience** is the lucky winner will also attend an intimate lunch with an exclusive group at Trina Turk's Palm Springs home, a Palm Springs historic landmark. Trina Turk and her husband photographer Jonathan Skow meticulously restored the Ship of the Desert House, a brilliant example of Streamline Moderne architecture designed by architects Wilson and Webster in 1936. **The Palm Springs Eternal Experience** winner will have the rare opportunity to visit this historic treasure which resembles a ship that is dramatically wedged into the mountainside. Entry cards may be filled out and turned in at each boutique or mailed to *Palm Springs Life* magazine. Full details for **The Palm Springs Eternal Experience** are available at each Trina Turk Boutique or at www.fashionweekelpaseo.com/palm-springs-eternal-trip.html

Trina Turk's **Palm Springs Eternal Springs Collection** was showcased at New York Fashion Week, presented with vignettes that demonstrated her signature cheerful, bold and colorful prints and her casual, optimistic designs. Held at Trina Turk's New York showroom, the Palm Springs Eternal show incorporated the clothing line in a five distinctive vignettes inspired by the lifestyle of Palm Springs and the desert: "Pool Deck", "Refreshment Bar", "The Backgammon Challenge", "Palm Springs Party Room", and "Between the Sheets". Sets were created using vintage furniture and props.

In its review of Turk's **Palm Springs Eternal Springs Collection** showcased during New York Fashion Week, *Daily Front Row* wrote:

"For Spring 2011, Turk recreated a retro luxe Palm Springs aerie circa 1974, with Steve McQueen and Ali McGraw lounging about their glam lovenest with guests just as fab as their surroundings. The secret to Trina's success is how she translates her classic preppy chic sensibility with retro patterns into a modern chicette's wardrobe. The collection had a very relaxed '70s luxe Halston-inspired feel with one shouldered tunics and blouson jersey dresses adorned with gold cabochon cuffs and chunky statement necklaces."

Born in California and raised between there and Washington state, Trina Turk showed early talent for sewing and creating designs from the young age of 11. After studying apparel design at the University of Washington, she worked for youth-oriented clothing manufacturers including Seattle-based Britannia Jeans and Los Angeles-based surf wear manufacturer Ocean Pacific.

With her husband, then stylist, now photographer Jonathan Skow as partner, Trina Turk, launched her own company in 1995. That same year her clothing was sold by Barney's New York, Fred Segal, and Saks Fifth Avenue. With design and production headquartered minutes from Downtown Los Angeles in Alhambra California, Trina Turk's wholesale sales topped \$40 million in 2009.

As Turk has consistently drawn inspiration from the cocktail party and poolside lifestyle of the California desert resorts, it was natural that she would choose Palm Springs as the location for her first Trina Turk boutique which opened in March 2002.

To view all of Trina Turk's line that includes her printed fabric collection for the home and other residential Trina Turk products, including rugs, pillows and tabletop textiles, visit www.trinaturk.com

An array of celebrities including Paris Hilton, Eva Longoria, Rachel Ray, Kristin Bell, Teri Hatcher and Lisa Kudrow are among Trina Turk's aficionados.

Fashion Week El Paseo (March 20-28, 2011) features a week of fashion-related events showcasing luxury brands and more than 50 participating merchants that will host a variety of in-store events including trunk shows, informal modeling, fashion seminars, champagne receptions and more.

Fashion Week El Paseo has become one of the West Coast's most popular annual events. Fashion Week El Paseo is produced by **Palm Springs Life** and numerous sponsors, including the City of Palm Desert, El Paseo Merchants Association, The Gardens on El Paseo, El Paseo Village, and El Paseo Jewelers.

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@palmsspringslife.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.

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