



FOR IMMEDIATE RELEASE

**Contact: Lydia Kremer/
Vortex PR (760) 322-2502**

**Fashion Week El Paseo™ Announces Mark Zunino as 2012 Designer of the Week
Mark Zunino's Runway Show Will Dazzle Audiences on March 24, 2012**

PALM SPRINGS, CA (November 4, 2011) — *Palm Springs Life* magazine has announced that Mark Zunino, the couturier who reinvigorated the Nolan Miller label, will be designer of the week at the seventh-annual Fashion Week El Paseo™ in Palm Desert. The West Coast's most anticipated fashion event unfolds March 17-24, 2012, in the Big White Tent on El Paseo, the Coachella Valley's most fashionable shopping district.

Zunino, who lives and works in Los Angeles, will debut his new collection for Spring 2012, bringing to the runway his brand of Hollywood glamour in the form of elegant, high-wattage evening wear and red-carpet gowns. His signature style is reminiscent of Old Hollywood glamour, infusing the stunning designs favored by celebrities and socialites.

Designing for two legendary actresses — Elizabeth Taylor and Sophia Loren — Zunino developed his aesthetic by reinterpreting old Hollywood glamour in a contemporary language that resonates with some of today's brightest stars. Angelina Jolie, Halle Berry, Demi Moore, Gwyneth Paltrow, Courtney Cox and Brooke Burke are among the world's most beautiful women who have recently worn the Mark Zunino label.

"Mark Zunino represents the best of both worlds to Fashion Week El Paseo™ — glamorous old Hollywood style with contemporary, fashion-forward design — and will bring a new level of runway excitement," says *Palm Springs Life* Fashion Editor Susan Stein, co-producer of Fashion Week El Paseo. "In addition to Mr. Zunino, Fashion Week El Paseo™ 2012 will offer our audiences a week of thrilling fashion entertainment."

Fashion Week El Paseo™ is the premier consumer-driven fashion experience showcasing the best of West Coast design. This event also welcomes the industry and has hosted more than 30,000 guests in its last six years.

Showcasing the newest collections by top designers, as well as fresh ideas by emerging designers from Los Angeles' Fashion Institute of Design and Merchandising, Fashion Week El Paseo™ is one of the desert's most popular events and features a fun-filled week of runway and trunk shows, champagne receptions, after parties, in-store events, and events to benefit local charities.

- more -

Fashion Week El Paseo Page Two

One exciting Fashion Week El Paseo highlight will be a back-by-popular-demand appearance by *Project Runway* all-stars, featuring the desert's own Michael Costello and several other designers from the popular realty TV series. Other Fashion Week events include an *Evening of Fashion* featuring Saks Fifth Avenue; *La Chien*, a day devoted to canine couture fashion, and a runway show featuring more than 15 retailers from the El Paseo shopping district.

Fashion Week El Paseo™ sponsors include Integrated Wealth Management (presenting sponsor), the City of Palm Desert, El Paseo Merchants Association, Land Rover of Rancho Mirage, and El Paseo Jewelry.

About Mark Zunino

Initially an advertising major at Pepperdine University, Mark Zunino took advantage of a chance interview with legendary film and television designer Nolan Miller, leading to a 1985 apprenticeship and a 25-year career in fashion design.

Learning the art of the couture business from European-trained pattern makers and tailors, Zunino refined his skills and launched his own label in 1998. From sketching designs to choosing the finest fabrics from around the world, Zunino's gowns always reflect the epitome of female elegance, glamour and individuality.

For updates, a complete schedule of events and tickets visit: www.fashionweekelpaseo.com. For sponsorship opportunities and further information, contact Michael Mathews, Marketing Director, *Palm Springs Life*, at 760-325-2333 or via e-mail at michaelm@palmspringslife.com,

Palm Springs Life is the essential lifestyle magazine for the greater Palm Springs communities, offering richly drawn celebrity profiles; 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. *Palm Springs Life* has enriched the lives of residents and visitors from around the world for more than 50 years, a rare feat in publishing.

Palm Springs Life is published by Desert Publications Inc., which also produces lifestyle magazines and visitor publications in Pebble Beach, New Mexico, Houston, Newport Beach, and other West Coast destinations.

###