



EL PASEO JEWELERS

FASHION WEEK

EL PASEO

MARCH 16–23, 2019

El Paseo Jewelers Fashion Week El Paseo celebrates its 14th year March 16–23, 2019 in the heart of Palm Desert, California, at The Gardens on El Paseo.

Fashion Week El Paseo showcases the newest collections by top designers as well as fresh ideas by emerging designers. Produced by *Palm Springs Life*, it has become the largest fashion event in the West.

FASHION WEEK EL PASEO RECAP // 2018

ATTENDANCE: **13,200 (1,650 per day)**

GEOGRAPHIC COMPOSITION OF ATTENDEES: **Coachella Valley – 46%; Out-of-Market – 54%**

ECONOMIC IMPACT: **\$4,950,000**

EL PASEO IN-STORE EVENTS PARTICIPANTS: **169 separate in-store events / 25 stores participating**

SPONSORS & PARTNERS: **42**

CHARITIES: **7 receiving over \$71,038**

VOLUNTEERS: **200**



2019 schedule of events

SATURDAY, MARCH 16

CALIFORNIA UNZIPPED

PRESENTED BY STACY BARTLETT RENSHAW

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

SUNDAY, MARCH 17

TRUNK SHOW WITH CALIFORNIA UNZIPPED DESIGNERS

10:30 a.m.–2 p.m.

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PRESENTED BY ANIMAL SAMARITANS

5 p.m. Cocktail Reception & Silent Auction

6 p.m. Fashion Show & Live Auction

MONDAY, MARCH 18

PORSCHE AND THE EL PASEO EXPERIENCE

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

TUESDAY, MARCH 19

PORSCHE COLLECTION TRUNK SHOW

10 a.m.–12 p.m. Open to the general public

6:30–9:30 p.m. Attendees to Michael Costello and His Project Runway Friends

MICHAEL COSTELLO AND HIS *PROJECT RUNWAY* FRIENDS

PRESENTED BY DELL'ACQUA DENTAL STUDIO

10:30 a.m. Meet & Greet

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

WEDNESDAY, MARCH 20

TRUNK SHOWS WITH MICHAEL COSTELLO AND HIS *PROJECT RUNWAY* FRIENDS

11 a.m.–3 p.m.

“HOLLYWOOD PARTY – NOBODY SLEEPS TONIGHT”

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

THURSDAY, MARCH 21

TRUNK SHOW FEATURING CRISTINA OTTAVIANO

11 a.m.–3 p.m.

FIDM/FASHION INSTITUTE OF DESIGN AND MERCHANDISING'S DEBUT PRESENTATION

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

FRIDAY, MARCH 22

THE BEST OF SAKS FIFTH AVENUE!

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

SATURDAY, MARCH 23

THE BEST OF SAKS FIFTH AVENUE TRUNK SHOW COLLECTIONS

10 a.m.–7 p.m.

FINALE NIGHT FEATURING

NEW YORK DESIGNER LELA ROSE

PRESENTED BY BOBBI LAMPROS

6:30 p.m. Cocktail Reception // 8 p.m. Fashion Show

SUNDAY, MARCH 24

THE BEST OF SAKS FIFTH AVENUE TRUNK SHOW COLLECTIONS

11 a.m.–5 p.m.

TRUNK SHOW FEATURING LELA ROSE

11 a.m.–5 p.m.

MONDAY, MARCH 25

TRUNK SHOW FEATURING LELA ROSE

10 a.m.–5 p.m.

EVENT LOCATION

The Gardens on El Paseo
West Side, the Upper Level Parking Deck

73-545 El Paseo, Palm Desert, CA 92260

Parking is available in the parking garage on San Pablo or the parking lot behind El Paseo Village.

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