

EL PASEO JEWELERS  
**FASHION  
WEEK**  
EL PASEO  
MARCH 20-28, 2020



*2020 Diva & Foodie Experience*



**PALM DESERT  
FOOD & WINE**

PRESENTED BY  
AGUA CALIENTE CASINOS  
at The Gardens on El Paseo | March 27-29, 2020



*Be a Diva and Foodie  
during the most anticipated week of the year!*

Fashion Week El Paseo celebrates its 15th year in 2020. This premier fashion event — the largest consumer fashion show on the West Coast — features a star-studded line-up of top designers from across the country. In 2019, the event featured shows by internationally renowned designers Zandra Rhodes, Emil Gampe, Roger Canamar, Victor Tung, Michael Costello, Gustavo Cadile, and Lela Rose. The 2019 event also showcased the latest collections by *Project Runway* alums and the debut couture collections from some of Fashion Institute of Design and Merchandising’s alumni.

Fashion Week El Paseo — with its cocktail receptions, trunk shows, celebrity meet-and-greets, and much more — attracts audiences from all walks of life. Whether you’re a seasoned stylemaker or a fledgling fashionista, you’re sure to feel inspired and transformed by the events at Fashion Week El Paseo and the sophistication and luxury of the desert.

Palm Desert Food & Wine returns for its tenth year March 27–29, 2020. This three-day premier event showcases some of the nation’s most prominent epicurean influencers – chefs, vintners, and brewmasters. 2020 celebrity chefs include Curtis Stone, Carla Hall, and Elizabeth Falkner.

Palm Desert Food & Wine — with its James Beard Gourmet Four-Course Luncheon, grand tastings, chef demonstrations, Champagne and Bloody Mary Brunch, premium wines, craft beers, book signings, Celebrity Chef Reception, and much more — welcomes foodies and wine lovers to the breathtaking tree-lined El Paseo shopping district in Palm Desert, California.

Fashion Week El Paseo and Palm Desert Food & Wine is made possible by a very special group of people we call Divas and Foodies. Our Divas and Foodies receive VIP treatment and special recognition. We hope you will join this select group of supporters.



# 2020 Diva & Foodie Benefits

- Two (2) reserved front row seats for every Fashion Week El Paseo event. (Value: \$7,200)
- Option to purchase additional seats in second row at a special Diva rate (based on availability, does not include VIP lounge access). (Value: \$75-\$100)
- One (1) valet parking pass for all Fashion Week El Paseo events. (Value: \$57)
- Nightly entrance for two (2) into the El Paseo Jewelers VIP lounge with complimentary bar and hors d'oeuvres (must be 21 years of age or older to enter). (Value: \$1,600)
- Recognition as a DIVA on the stage video screens every evening of Fashion Week El Paseo. (Value: \$2,000)
- Recognition as a DIVA in the nightly Fashion Week El Paseo program. (Value: \$3,000)
- Early entrance to designer trunk shows. (Estimated Value: Priceless)
- Two (2) reserved tickets to the Palm Desert Food & Wine James Beard Luncheon on Friday, March 27, 2020. (Value: \$300)
- Two (2) Carte Blanche tickets to the Palm Desert Food & Wine Grand Tasting with early admission (10 a.m. entry) on Saturday, March 28, 2020. (Value: \$320)
- Two (2) tickets to the Palm Desert Food & Wine Grand Tasting on Sunday, March 29, 2020 (12 p.m. entry). (Value: \$200)
- Two (2) reserved tickets to the Palm Desert Food & Wine Brunch on Sunday, March 29, 2020 (10 a.m.). (Value: \$300)
- Two (2) tickets to an exclusive Celebrity Chef Reception on Friday, March 27, 2020 at 6 p.m.; Venue TBD. (Value: \$200)
- Two (2) tickets to the dinner hosted by Toscana Country Club on Thursday, March 26, 2020 at 6 p.m. (Value: \$300)
- Two (2) reserved seats to select celebrity chef demonstrations (must arrive 15 minutes before scheduled start time to secure your place). (Value: \$100)
- Entrance to the Agua Caliente VIP lounge with complimentary wine, champagne and water on both Saturday and Sunday of Palm Desert Food & Wine. (Value: \$300)
- One 12-month subscription to *Palm Springs Life*. (Value: \$42)
- Name embossed on *Palm Springs Life* September Annual hardbound edition. (Value: \$20)
- One special Fashion Week El Paseo gift bag and one Palm Desert Food & Wine swag bag. (Combined Value: \$900)

Fee: \$5,000

(Value: \$16,939)



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