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FASHION FOCUS CHICAGO 2007 CELEBRATES CHICAGO'S FASHION INDUSTRY
Fashion Week Back for Third Year, October 9 – 14

Fashion Focus Chicago 2007, a six-day celebration of the fashion industry in Chicago that showcases more than 100 Chicago fashion designers and the evolution of Chicago's diverse fashion community, is back for a third year.

Beginning Tuesday, October 9, and continuing through Sunday, October 14, Fashion Focus Chicago 2007 features five runway shows, shopping tours, student designer events, fashion installations and industry seminars.

"This year, the City of Chicago will again celebrate the talented artists and members of the fashion industry who call Chicago home," announced Mayor Daley. "We are proud to highlight this community that adds so much to the city's cultural and commercial vitality."

Chase Promenade North in Chicago's world-renowned Millennium Park will be home to five runway shows:

- Gen Art's *Fresh Faces in Fashion* – Tuesday, October 9
- Chicago Sister Cities International Program *World Fashion Chicago* – Wednesday, October 10
- Apparel Industry Board's *Chicago Is...Red Hot!!!* – Thursday, October 11
- *Designers of Chicago Fashion Show* Presented by Macy's – Friday, October 12
- *The Allure of Couture* – Sunday, October 14

New to the Fashion Focus runway show line-up is *The Allure of Couture*, a show that will feature some of the finest urban wear, avant garde and couture designers in the city. This show will also serve as the finale for *Fashion Focus Chicago 2007*.

In addition to runway shows, Gen Art Chicago presents its bi-annual shopping event Shop CHICago for the first time in Millennium Park on Saturday, October 13. Shop CHICago will provide Fashion Focus attendees the opportunity to purchase fashions from some of the designers seen on the runways and from local boutiques.

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Other Fashion Focus Chicago 2007 events include: Designers of Chicago at Macy's on State Street, find Chicago designer clothing and accessories at Macy's on State Street; 4 Lines Exhibition at the Chicago Tourism Center, 72 E. Randolph Street; Scarf Savvy, a workshop with International Academy of Design & Technology Students to create one-of-a-kind scarves; Flora-Inspired Dressing Forms, a self-guided walking tour through the gardens of The Magnificent Mile sponsored by the Greater North Michigan Avenue Association; and free industry seminars presented by the Mayor's Fashion Council Chicago with support from the Council of Fashion Designers of America.

Sponsors of Fashion Focus Chicago 2007 include: Macy's; The James Hotel; M.A.C; Michael & Michael; and Factio-magazine.com.

Fashion Focus programming is presented by the City of Chicago in partnership with Macy's; Gen Art Chicago; the Apparel Industry Board, Inc.; Chicago Fashion Foundation; Columbia College Chicago; The Illinois Institute of Art – Chicago; the International Academy of Design and Technology; the School of the Art Institute; Greater North Michigan Avenue Association; Chicagoland Entrepreneurial Center; Sister Cities International Programs; Urban Shop Guide; See More Shopping; and Heather Kenny Guided Tours.

Fashion Focus Chicago 2007, a weeklong celebration of Chicago's fashion industry from October 9 - October 14, is presented by the City of Chicago with various Chicago industry organizations, schools, agencies and independent designers. For more information and complete event details please visit www.fashionfocuschicago.com or call the Department of Cultural Affairs at (312) 744.2400.

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Note: Images and b-roll are available by contacting Brooke Vane at brooke.vane@cityofchicago.org, 312.742.4983.