

UPDATED: September 24, 2009
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**FASHION FOCUS CHICAGO 2009
OCTOBER 22 - 25 – FULL SCHEDULE OF EVENTS**

Fashion Focus Chicago, a celebration of Chicago's thriving fashion industry, returns for a fifth year in 2009. Running from Thursday, October 22 through Sunday, October 25 Fashion Focus Chicago showcases some of the city's top designers, and features runway shows in Millennium Park and at various locations around the city as well as shopping events, and industry seminars.

For the first time this year, Fashion Focus has partnered with some of downtown Chicago's most chic hotels to offer special shopping packages and exclusive Fashion Focus amenities. Guests will have the opportunity to enjoy a personalized experience at one of these world-class hotels while immersing themselves in Chicago's hip fashion scene.

For more information, including making reservations for Fashion Focus 2009 events or booking hotel accommodations, please visit www.chicagofashionresource.com.

Note to Press: Media Contact is Karen Vaughan - kvaughan@cityofchicago.org – unless otherwise noted.

HEADLINING RUNWAY SHOWS:

Macy's presents the Designers of Chicago

Thursday, October 22, 2009, 7:30 p.m.
Millennium Park – Chase Promenade North
FREE - reservations required

Stay ahead of the trends with this preview of Spring 2010 collections. Macy's presents the next great American designer in this runway exclusive. Meet some of the names you need to know from Chicago's design community and the 2009 Chicago Fashion Incubator Designers-in-Residence. Macy's will carry some of their lines at Macy's on State Street.

Dress Code

Friday October 23, 2009, 7:30 p.m.
Millennium Park – Chase Promenade North
FREE – reservations required

Catch the runway debut of the next rising stars at this showing of top students from Chicago's fashion design schools: Columbia College Chicago, The Illinois Institute of Art – Chicago, The International Academy of Design & Technology Chicago and the School of the Art Institute Chicago.

Gen Art's Fresh Faces in Fashion

Saturday October 24, 2009, 8:00 p.m.
Millennium Park - Chase Promenade North
(Tickets available for purchase, please visit www.genart.org for more information)

The must see runway show of 2009! Gen Art's Fresh Faces is renowned for showcasing the brightest stars in the fashion industry and inaugurating the careers of many successful fashion labels such as Hollywould, Shoshanna and Zac Posen.
(Media Contact: Megan Richards - mrichards@mrichardspr.com)

DESIGNER RUNWAY SHOWS:

Invention and the Obsolete

Abigail Glaum-Lathbury Spring 2010 collection.

Thursday, October 22, 2009, 9:00 p.m.

Prairie Production, 1314 West Randolph Street

(For more information on tickets, please visit www.chicagofashionresource.com)

Enter into a world of electricity and imagination for Abigail Glaum-Lathbury's Spring 2010 collection. In her most conceptual collection to date Abigail plays with the ideas of identity and sameness in a show that seeks to transcend the runway and shift the relationship between the audience and model. Themes of electricity and the passion behind invention weave in and out of silhouettes that range from the bizarre to the beautiful.

(Media Contact: Abigail Glaum-Lathbury - info@abigail-glaum-lathbury.com)

Michael Alan Stein Collection

Saturday October 24, 2:00 p.m.

Millennium Park – Chase Promenade North

(For more information on tickets, please visit www.chicagofashionresource.com)

Michael Alan Stein presents Spring 2010 from his eponymous collection. Costume designer and stylist extraordinaire, Michael Alan Stein brings his design talent to women's ready-to-wear. Inspired by Egypt and featuring clean, cool and linear elements, don't miss this stylemaker's runway debut during Fashion Focus Chicago.

(Media Contact: Michael Alan Stein - mastein102@hotmail.com)

Horacio Nieto

Friday October 23, 2009, 9:00 p.m.

VIP Reception - 7:45pm - 8:45pm

Fashion Show - 9:00pm

Post Party - 9:30pm - 11:00pm

EnVent Studio, 344 North Ogden Chicago, IL 60607

(For more information on tickets, please visit www.chicagofashionresource.com)

Horacio Nieto presents Spring/Summer 2010 womenswear and menswear collections. The ready-to-wear collections revolve around the elements of tribes from different worlds. The Arlo menswear collection is inspired from outer space with futuristic fabrics, galactic colors and details. Womenswear reflects an Amazon tribe with textures, vibrant colors and modern elements.

(Media Contact: Horacio Nieto- horacio@horacionieto.com)

Le Jardin de L'Amour

Borris Powell Design Spring 2010 Collection

Saturday October 24, 2009, 9:00 p.m.

EnVent Chicago 344 N. Ogden

(For more information on tickets, please visit www.chicagofashionresource.com)

Borris Powell presents spring 2010 collection in the Parisian setting of "Le Jardin de L'Amour" (The Garden of Love). Attendees experience the self-taught designer's uniquely feminine, sophisticated and modern style through his new collection. Ranging from swimwear and daywear to cocktail dresses and evening gowns, the bright colors of the season will blossom on a Parisian-park inspired garden runway. A cocktail reception will immediately follow the show, where VIP ticket holders will have the opportunity to meet the designer.

(Media Contact: Boris Powell - bpowell@borrispowell.com)

Vert Couture

Sunday, October 25, 2009

6:00 pm VIP Reception

7:00 pm Vert Couture Runway Show

8:00 pm After Party Reception

Chicago Cultural Center, Yates Gallery , 78 E. Washington Street

Vert Couture: "An Evening of Fall Fashion and Environmental Responsibility" is a haute couture runway show and lifestyle experience highlighting the best in Chicago eco-fashion for the Fall 2009/Winter 2010 season.

(Media Contact: Bianca Alexander – Bianca@consciousliving.com)

SHOPPING:**Veronica Riley Martens Vintage Jewelry Trunk Show**

Saturday Oct 24th from 11 to 6

Clever Alice, 1920 N. Damen

773 276 2444 www.cleveralice.com

(For more information, please visit www.chicagofashionresource.com)

Chicago's own Veronica Riley Martens, famous for her fine art jewelry design, will be on hand all day at Clever Alice. Veronica is inviting you to bring an old jewelry piece you've stored away to have it reworked and redesigned into a recreated favorite piece. She will also have her personal tool box filled with stones and rocks to choose from to create your own new treasure piece.

(Media Contact: Veronica Riley Martens - veronicarileymartens@hotmail.com)

Pick Your Poison presented by B Boutique

Saturday October 24, 2009, 4 – 6:00 p.m.

Poison Cup Wine and Art Boutique, 1128 W Armitage Avenue

(For more information, please visit www.chicagofashionresource.com)

Showcasing top Chicago designers this exclusive event gives you the best of all worlds - wine, art and fashion. Sip wine, check out the fine art collection from local artists and enjoy informal modeling of the best in fall 2009 collections.

Tassels and Fringe

Friday October 23, 2009, 4 – 9 p.m.

Ellie Thompson + Co., 8 S. Michigan, Suite 2203

RSVP: 312.263.2264, ellie@ellieco.com

(For more information, please visit www.chicagofashionresource.com)

View the new collections, inspired by Art Deco, meet the designer and mingle in a Gatsby-like atmosphere with hors d'oeuvres, and vintage cocktails. A special announcement will be made at 6pm. Attendees enjoy a 10% discount on all in-stock merchandise plus special pricing on custom designs. Chicago jewelry designer, Ellie Thompson's latest collection is a brilliant exploration of color, texture, and movement. The Celebration continues Saturday October 24, 10-5 p.m.

(Media Contact: Ellie Thompson - ellie@ellieco.com)

Julia Failey at Grasshopper 510

Saturday, October 24, 2009, 9 a.m. – 4 p.m.

Grasshopper 510, 1944 North Damen Avenue

Bucktown's Grasshopper 510 is proud to be showcasing Chicago designer Julia Failey's jewelry collection on Saturday, October 24th. Inspired by wildlife and the great outdoors, Julia's pieces include rings, earrings, necklaces, and bracelets, and feature recycled metals and conflict-free gemstones. Guests will be able to view her current collection, as well as some of her spectacular one-of-a-kind custom pieces. Drop in between noon and 4 for cupcakes, a sip of wine – and take 20% off your purchase of a Julia Failey design while you're here.

(Media Contact- Julia Failey- juliafailey@gmail.com)

Silver Elements Collection

Saturday, October 24, 2009, 12 p.m. – 4 p.m.

The Art Institute of Chicago, 111 North State Street

Meet Chicago Performing artist Marty Casey at a Trunk Show featuring his Silver Elements Collection at the Art Institute of Chicago. This event will take place on October 24 in support of local designers and artists, and will run in tandem with Fashion Focus Chicago 2009. The Marty Casey Silver Elements Collection is the latest endeavor of Chicago songwriter and performing artist, Marty Casey. Marty's interest in fashion and concern for the environment were integral in developing this collection of modern jewelry and unique accessories. An alliance has been formed with American Forests and a portion of the sales support the planting of trees in conjunction with their "Global Releaf" effort.

(Media Contact: Marla Zegart- excentrique@earthlink.net)

Boudoir, Bourgeois and Boheme: Elise Bergman Fashion Installation

Saturday, October 24, 2009, 2 p.m. – 4 p.m.

Fashion presentation at 3:00 p.m.

Roslyn, 2035 North Damen Avenue

(For more information, please visit www.chicagofashionresource.com)

Socialize, shop for one-of-a-kind fall and holiday dresses and accessories, and place pre-orders on the new spring collection. The sale runs Thursday, October 22 through Saturday, October 24 from 11 am - 7 pm.

(Media Contact: Elisa Bergman – info@elisebergman.com)

EDUCATION:

International Sourcing - the Ins and Outs of Getting Your Product Sourced, Produced & Delivered

Sunday, October 25, 2009 10 a.m.

Chicago Cultural Center-5th Floor Garland Room, 78 E Washington Street

RSVP to: rsvp@chicagofashionfoundation.com

Discuss the issues of producing your products overseas. The speakers bring a myriad of perspectives and will represent leading national retailers, designers and sourcing agents. Featured Speakers: Katy Rowe – International Sourcing Manager, Woven Coordinates – Sears; Tal Moise – Owner – vfish; Susan Power – Principal & Publisher – About Sources. Hosted by Chicago Fashion Foundation.

The Ultimate Design Challenge: Finding a Job

Sunday, October 25, 2009 12 p.m.

Chicago Cultural Center-5th Floor Millennium Park Room, 78 E Washington Street

RSVP to: fashioninvite@gmail.com

If you are trying to break into the fashion industry, whether designer, marketing, public relations, merchandising or otherwise, this seminar is for you! The fashion industry is one of

the most competitive industries in the world. How do you put your best “shoe” forward? Hone your job search skills with special guest speaker, Rob Sullivan. Rob will give you expert information on resume tips, interview tips and making the best first impression. Hosted by the Mayor’s Fashion Council.

Meet The Designers

Sunday, October 25, 2009 2 p.m.

Chicago Cultural Center-5th Floor Washington Room, 78 E Washington Street

RSVP to: aibi@aibi.com

Join us for a panel discussion and Q & A segment on how to start a fashion business. This is a real chance to ask real questions of real designers, who have been in your position.

Presented by the Apparel Industry Board, Inc. The following designers will be a part of this panel: Melissa Baswell, Mountains of the Moon; Rachel Bommer, Rach B Designs; Elda Collinsworth, Elda De La Rosa Couture; Richard Morse, 5p1t; Annie Novotny, Frei Designs; Dana Reed, Dana Reed Designs, Diego Rocha, Diego Rocha Designs; Daryl Sneed, 5p1t; Lidia Wachowska, Evil Kitty; Tennille White, Tennille White.

Marketing and Sales Strategies in Today's Environment

Sunday, October 25, 2009 4 p.m.

Chicago Cultural Center-5th Floor Millennium Park Room, 78 E Washington Street

RSVP to: fashioninvite@gmail.com

Who is your target market? Do you reach them by print, online or social media? What sales techniques work today to close the deal once your target market walks through your door? A panel of marketing and media experts will be on hand to give you their ideas on effective marketing tools and sales strategies in today’s environment. Hosted by the Mayor’s Fashion Council.

OTHER:

Grainger Hall of Gems

The Field Museum, 1400 S. Lake Shore Drive, Chicago, IL

Reopening October 23

Open Daily 9-5 pm (last admission, 4 pm)

fieldmuseum.org

Long a Field Museum favorite, the **Grainger Hall of Gems** has been completely renovated and now contains many never-before-seen pieces. The renovated **Grainger Hall of Gems** features a unique display that shows gemstones as they are found in nature, as cut and polished gems, and as stunning jewelry created by top designers – including Chicago-based designers Lester Lampert and Ellie Thompson. This permanent exhibition is the most comprehensive exhibition of its kind between the east and west coasts. Many of the pieces on display are a part of the Museum’s original collection, dating back to the World’s Columbian Exposition of 1893.

(Media Contact: Orly Telisman -otelisman@fieldmuseum.org)

Style Stop

Chicago Tourism Center, 72 E. Randolph Street

October 22 – 25

www.chicagofashionresource.com

Get your fashion fix at the Style Stop located at 72 E Randolph Street during Fashion Focus Chicago, October 22 – 25. Trunk shows, receptions and displays will rotate twice a day, over lunch and early evening. Meet the designers, shop or preview some of their hottest

designs. The events are free and open to the public. Following is a schedule of participating designers:

Oct 22, 11 am – 1 pm Lesley Tempe (Squasht By Les)
4:00 – 6:00 Elda De La Rosa

Oct 23, 11 am – 1 pm Michelle Tan (Michelle Tan Designs)
4:00 – 6:00 Katrin Schnabl

Oct 24, 11 am – 1 pm Julie Liu (Tzen Boutique)
4:00 – 6:00 Kahindo Mateene

Oct 25, 11 am – 1 pm Priscilla Lopez (Peachy Tan)
4:00 – 6:00 Pilar Audian Reed (Kreative Soul Boutique)
(Media Contact: Joyce Rowe –joyce.rowe@cityofchicago.org)

HOTEL PACKAGES:

Skinny Pants, Pencil Skirt and Shift Dress Packages at the Essex Inn: Essex Inn lets you tailor your own Fashion Focus Chicago experience and accessorize your stay with one of three packages. Guests have the option of enjoying special savings at Macy's, exclusive shopping discounts at participating Lincoln Park boutiques, admission to Fashion Focus runway shows and VIP after parties and much more. Book up to three nights and receive a special bonus \$50 Macy's gift card and admission to the Macy's Designers of Chicago runway show. Starting from \$99/night.

Girls Just Want to Have Fun at the Four Seasons: From a shopping tour of Chicago's trendy boutiques to martinis and makeovers, Four Seasons Hotel Chicago makes Fashion Focus Chicago a week to remember. Guests receive complimentary makeovers, store savings and an exclusive gift at Bloomingdale's; a 900 Shopping card for savings at the 900 Shops; an in-room visit and made-to-order martinis from the Martini Man; complimentary desserts in Seasons Lounge; and a customized tour and special Chicago boutique savings with ShopWalk (additional tour fees apply). Starting from \$360/night.

Fashion Focus Day to Night at the James Hotel: Experience the best of Bucktown boutique shopping during Fashion Focus Chicago. From October 21-26, book the Fashion Focus package for a stay at The James, steps away from the Magnificent Mile. Guests will receive two passes to a VIP Fashion Focus designer event, complimentary car service to Bucktown, and exclusive offers from boutiques p.45, Helen Yi and Michelle Tan. Relax after a day of shopping with signature Fashion Focus cocktails at the hotel's JBar. Starting from \$219/night.

Fashion Focus Package Special at the Park Hyatt: Enjoy overnight accommodations in a luxurious Park Hyatt Chicago guestroom, with fabulous city or lake views at a special Fashion Focus rate. For an additional cost, guests can add a customized fashion getaway to their stay, with the Park Hyatt's Style at the Park package. Experience a ShopWalk tour of one of Chicago's vibrant shopping districts, with boutiques and stores hand-picked by a personal stylist. Receive personal styling advice, special gifts and relax with a complimentary cocktail at the hotel's NoMI Lounge after a fabulous day of shopping. Starting at \$295/ night (not including Style at the Park package)

Sofitel's Fashion Focus Package: Shop in one of Michelle Obama's favorite boutiques, Maria Pinto, and receive a \$500 gift certificate towards any purchase of \$1000 or more. Guests will also receive a personal fashion consultation with a Maria Pinto sales specialist. Enjoy dinner for two at Cafe des Architectes, whose Executive Chef, Martial Noguier, was recently named CS Magazine's 2009 "Chef of the Year." Feel like a true fashionista with VIP tickets and reserved seating to Fashion Focus Chicago 2009's runway shows and events. Starting from \$365/night.

theWit Hotel Takes You to Destination Southport: Experience one of Chicago's hottest shopping districts with theWit's Destination Southport Package. This special Fashion Focus Chicago rate includes overnight accommodations for two guests, two roundtrip CTA public transit passes to the Southport Corridor, and two Fashion Focus Chicago welcome cocktails, plus 15% off any spa treatment and a welcome gift bag filled with exclusive deals and discounts at many Southport boutiques and retailers. Starting from \$269/night.

***Fashion Focus Chicago 2009** is the centerpiece of the Fashion Focus Initiative. Fashion Focus supports and promotes fashion designers living and working in Chicago through events, seminars, and City programs. Chicago boasts more than 400 designers and 375 independent fashion boutiques. To learn more about this exciting industry, please check out www.chicagofashionresource.com.*

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