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**CITY OF CHICAGO ANNOUNCES
CHICAGO FASHION INCUBATOR 2010 DESIGNERS IN RESIDENCE**

The 900 Shops at 900 N. Michigan to Host Dedicated Store for Incubator Designers

CHICAGO, Ill. (March 16, 2010) – Six designers have been chosen for the third year of The Chicago Fashion Incubator (CFI). The designers will be given the opportunity to learn the economics, marketing and merchandising of fashion from industry experts as well as mentors from Macy's and the broader fashion community.

This year, the CFI will partner with The 900 Shops on a Chicago Fashion Incubator pop-up shop to celebrate the success of the alumni designers and to introduce the next six designers in residence through a dedicated retail store and series of exclusive events and trunk shows. The 2,800 square foot retail shop, along with 8,800 square foot event space will reside on the 5th Level of The 900 Shops and will highlight CFI designers from the last three years starting on Thursday, March 18 through Saturday, April 18. The Pop-Up Shop will be open from 10 a.m. to 7 p.m. each Thursday through Saturday and 12 p.m. to 6 p.m. on Sundays.

"The Chicago Fashion Incubator program continues to provide local designers with the opportunity to get the help they need to succeed in fashion in Chicago," said Mayor Richard M. Daley. "By hosting retail space to the designers of this program, The 900 Shops provide the resources needed to facilitate the growth of this vibrant and creative industry."

Designers from the 2009 class are enjoying success through their experience at the CFI. Some of them have had their lines picked up by nationwide boutiques; enjoyed top tier media coverage; had their designs worn by celebrities; and participated in exclusive trunk shows.

2010 Designers in Residence and their lines

Christina Fan - C/Fan is the marriage of menswear inspired details, such as pocket squares, and feminine silhouettes, which creates a line that is extremely versatile, high quality, yet still affordable.

Donaldo Smith - Killian Gui is a contemporary menswear brand that masters the blend of elegant business attire with modern casual wear.

Jonnie Rettele - Nonnie Threads is a result of early-mid 1900's inspiration, merged with a modern semblance. She is motivated by men's desire for functionality, fit, and ambition for modernity.

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Leah Fagan - PELOTON features Leah's trademark look; well-crafted separates, innovative details that are casual, yet polished, and, most importantly, a fabulously comfortable fit.

Miriam Cecilia Carlson - M.C.C. features draped and manipulated fabric inspired by ideas and thoughts of life.

Stephanie Kuhr - Dottie's Designs is a line of vintage-inspired lingerie and foundation wear, under the name Dottie's Delights

2009 Designers in Residence (Outgoing Class)

Cynthia Ryba - Ryba molds and shapes fabric in an organic fashion, with fluid silhouettes that transcend the fleeting, temporal trends of the day.

Jess Audey - AUDEY (www.audey.com) is committed to the classic tradition of cocktail dresses with an innovative touch.

Ashley Zygmunt - Ashley's line, Zamrie, provides the customer with a closet full of confidence by creating ready-to-wear that combines a well-tailored fit that graces a women's body and the allure of detailing.

Catherine Furio - Furio returns to Chicago to elevate the fashion industry with innovative designs.

Anna Hovet - Hovet is currently launching her first full collection – Anna Hovet Fall 2009 for women, and developing her newest concept – Hovet for men.

Nora Del Busto - Del Busto's inspiration is architecture, which shows through her manipulation of plain fabrics into structured one-of-a-kind pieces.

Pop Up Shop Schedule:

March:

Thursday, 18th, 6 p.m. to 10 p.m. – Furio Fall/Winter 2010 Collection Launch

Saturday, 20th, 12 p.m. to 6 p.m. – Cynthia Ryba Trunk show

Saturday, 20th, 12 p.m. to 8 p.m. – 2010 New Designer Trunk Show

Sunday, 21st, 12 p.m. to 2 p.m. – Afternoon Tea Showcasing Audey's Fall 2010 Collection

Friday, 26th, 8 p.m. to 11 p.m. – Anna Hovet Fall 2010 Fashion Show

Saturday, 27th, 10 a.m. to 7 p.m. – Zamrie Spring 2010 Trunk Show

Every Friday come get fitted for a custom Kate Boggiano shirt.

*****Store hours:** Starting Thursday, March 18th, the retail store will be open 10 a.m. to 7 p.m. each Thursday through Saturday and 12 p.m. to 6 p.m. on Sundays.

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April:

Saturday, 3rd, 12 p.m. to 6 p.m. – Nora del Busto Trunk Show & Champagne Reception

Thursday, 8th, 7 p.m. to 10 p.m. – Kristin Hassan Summer 2010 Show & Event

Friday, 9th, 12 p.m. to 6 p.m. – Yana Collection Trunk Show Fall 2010

Saturday, 10th, 11 a.m. to 4 p.m. – Evil Kitty Trunk Show

Thursday, 15th, 12 p.m. to 8:30 p.m. – Agga B Trunk Show

Saturday, 17th, 10 a.m. to 7 p.m. – Anna Hovet Trunk Show

Every Friday come get fitted for a custom Kate Boggiano shirt.

*****Store hours:** The retail store will be open 10 a.m. to 7 p.m. each Thursday through Saturday and 12 p.m. to 6 p.m. on Sundays through Saturday, April 18th.

About the Chicago Fashion Incubator at Macy's on State Street

The Chicago Fashion Incubator (CFI) provides six emerging Chicago-based designers with the resources, including workspace, curriculum and mentoring, to launch their careers in fashion. The Designers in Residence (DIR) are provided office space, including computers and software; a workshop room with sample production space and a resource section; as well as a showroom. DIR are required to complete a core curriculum of workshops and seminars conducted at the Incubator location at Macy's on State Street for the duration of a one-year period starting in March 2010. CFI is part of the Mayor's Fashion Initiative, which supports and promotes fashion designers living and working in Chicago through events, seminars and City programs.

About The 900 Shops

Anchored by Bloomingdale's, The 900 Shops features 70 luxury retailers on seven levels, including Gucci, MaxMara, Michael Kors, DNA 2050, Club Monaco, J.Crew, Lululemon Athletica, Williams-Sonoma and many more. Over its two-decade residence, The 900 Shops has provided the Magnificent Mile with a diverse collection of luxury lifestyle brands, demonstrating its commitment to maintaining Michigan Avenue as an internationally recognized shopping mecca. The 900 Shops is located at 900 North Michigan Avenue. For more information about The 900 Shops, call 312.915.3916 or visit www.shop900.com. Shopping Center Hours: Monday through Saturday 10 a.m. to 7 p.m.; Sunday 12 p.m. to 6 p.m.

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