

FASHION FOCUS CHICAGO

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FASHION FOCUS CHICAGO PRESENTS FASHION CAFÉ SERIES *First Event April 20th with Style Expert Amy Tara Koch, Author of "Bump It Up"*

CHICAGO, IL (March 31, 2010) - Fashion Focus Chicago is pleased to bring back the Fashion Café Series in 2010 at the Chicago Cultural Center. In its second year, the fashion series will offer a focused opportunity for Chicagoans to shop local designers once a month during these evening events.

The first Fashion Café event of 2010 will be held on Tuesday, April 20 from 6 to 8 p.m. at the Chicago Cultural Center, 77 East Randolph Street, and will be hosted by style expert Amy Tara Koch, author of *Bump It Up: Transform Your Pregnancy into the Ultimate Style Statement*.

Just in time for Mother's Day and in celebration of the Chicago debut of her pregnancy style bible, *Bump It Up*, local journalist Koch will share her expertise to Fashion Café attendees on how to rework a handful of basics into dozens of jaw dropping maternity ensembles without breaking the bank. To spotlight the concept of "super-accessorizing," local jewelry designers Joni Kat Anderson of JKAT Jewelry, Sophia Forero and Susanne Siegel and their eponymous lines will also be on display. For those mamas yearning to tap into their inner J.Lo, Lancôme makeup artists will be on hand demonstrating how to achieve the "faux glow." Pregnant patrons and the café crowd alike will be treated to complimentary sweets from Vosges Haut Chocolat and More cupcakes.

"During today's continuing tough economic climate, we are focused on offering opportunities to ensure that local emerging fashion businesses in Chicago thrive," said Melissa Gamble, Director of Fashion Arts and Events, City of Chicago. "We hope the return of the Fashion Café series will add to the already successful Fashion Focus programming by giving designers a platform to offer their merchandise to the community on an ongoing basis."

The Fashion Café series event dates for 2010 are as follows:

April: Tuesday, 20th, 6 to 8 p.m. -- MATERNITY
May: Thursday, 20th, 5 to 8 p.m. -- JEWELRY
June: Thursday, 17th, 5 to 8 p.m. -- WOMEN'S & MEN'S CONTEMPORARY APPAREL
***July:** (Fashion Café skips a month for Sidewalk Sale in Daley Plaza)
Wednesday, 20th and Thursday, 22nd, 10 a.m. to 3 p.m.
August: Thursday, 19th, TBD -- CHILDRENSWEAR
September: Thursday, 16th, 5 to 8 p.m. -- AROUND THE WORLD
***October:** (Fashion Café skips a month for the six annual Fashion Focus Chicago in late October)
TBD
November: Thursday, 18th, 5 to 8 p.m. -- HANDBAG/MILLINERY
***December:** (Fashion Café skips a month for Glitter: A Holiday Shopping Event)
Wednesday, 1st, 11 a.m. to 8 p.m.

All events are FREE and open to the public.

* Fashion Café skips a month for previously scheduled events.

The Fashion Café Series is part of Fashion Focus Chicago. Fashion Focus Chicago supports and promotes fashion designers and retailers 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 visit <http://www.chicagofashionresource.com>.

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