

FASHION FOCUS CHICAGO

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FASHION FOCUS CHICAGO PRESENTS THE FOURTH ANNUAL CHICAGO SIDEWALK SALE AT DALEY PLAZA

Shop local designers and independent boutiques during the two-day outdoor fashion event

CHICAGO, IL (June 3, 2010) - Fashion Focus Chicago is pleased to host the Chicago Department of Cultural Affairs fourth annual **Chicago Sidewalk Sale** at Daley Plaza, 50 W. Washington St. The two-day shopping event, held on Tuesday, July 20 and Wednesday, July 21 from 9 a.m. to 3 p.m., will be the perfect place to peruse all the affordable merchandise and see first-hand how local designers and independent boutiques are thriving in Chicago.

From hats to handbags and ties to tees, there will be something for everyone at the **Chicago Sidewalk Sale**. Along with the shopping, there will also be a runway show at 12 p.m. on both days featuring the latest looks of the summer season from the participating Chicago talent.

The following local designers and independent boutiques will be participating in the **Chicago Sidewalk Sale** at Daley Plaza on Tuesday, July 20 and Wednesday, July 21 (as of June 3, 2010):

- Sandra Adams and her textile art apparel line **The Nature of Things** (\$20-\$35)
- **Lee Allison** and his eponymous woven silk neckwear line (\$15-\$50)
- Pilar Audian-Reed with the Lakeview boutique **Kreative Soul** (\$5-\$105)
- Jess Audey and her namesake dress line **Audey** (\$30-\$600)
- Sandra Aya Emil and her Ghana influenced jewelry line **Afrika Designs** (\$5-\$350)
- Brandon Breaux and his t-shirt brand **End Wealth Corp.** (\$20-\$35)
- Nicole Briggs with Chicago-based online boutique **Shrink** (\$30-\$250)
- Vika Brown of the Lincoln Park boutique **Eclectica** (\$80-\$400)
- Tiffany Bullock with South Loop footwear boutique **House of Sole** (\$35-100)
- Jessica Constable and her creative jewelry line **Jess LC** (\$18-\$90)
- Kate Coxworth and her tailored womenswear line **Kate Boggiano** (\$16-\$350)
- Sarah Freezor with Lincoln Park handbag boutique **1154 Lill** (\$30-\$210)
- **Erin Gallagher** and her eponymous bridge jewelry line (\$50-\$150)
- Kirsten Goede and her sparkle-filled jewelry line **Objets d'Envy** (\$25-\$350)
- **Kristin Hassan** and her namesake casual womenswear line (\$38-\$150)
- Eun Hee Kim and her childrenswear line **Sam & Coop** (\$18-\$40)
- **Heidi Hess** and her eponymous knitwear line (\$60-\$495)
- **Anna Hovet** and her namesake urban line (\$25-\$179)
- **Jermikko** and her eponymous contemporary womenswear line (\$75-\$175)
- Katie Johansson and her handcrafted jewelry line **Dollybird Designs** (\$25-\$300)
- Veronica Martens and her fine art jewelry line **Veronica Riley Martens** (\$30-\$70)
- Kelley Moseley and her cutting edge jewelry line **K~Fleye** (\$25-\$450)
- Jenny Pfanenstiel and her one-of-a-kind hats line **Forme Millinery** (\$30-\$150)
- Eia Radosavljevic and her couture hat line **Eia Millinery Design** (\$30-\$300)
- **Dana Reed** and her namesake custom jewelry line (\$30-\$300)
- **Cynthia Ryba** and her eponymous trendy womenwear line (\$95-\$320)
- Julie Schmidt and her skillfully crafted line **Juliet Jewelry** (\$30-\$138)
- Julie Schwanbeck and her hand fabricated artisan jewelry line **jules.** (\$50-\$150)
- Greg Shugar and his handmade silk necktie line **The Tie Bar**

- Betsy Siber and her vintage postage stamps jewelry line **Foxglove Accessories** (\$15 - \$70)
- **Susanne Siegel** and her namesake travel inspired jewelry line (\$50-\$500)
- Colleen Soisson and her funky metal and leather belt line Heroine Chic (\$50-\$200)
- **Michelle Tan** with her eponymous Bucktown and coming soon Block 37 boutique (\$29 to \$500)
- Lidia Wachowska and her playful yet classic womenswear line **Evil Kitty** (\$22-\$350)
- **Rebecca Zemans** and her namesake one-of-a-kind wearable jewelry line (\$24-\$1,800)
- Ashley Zygmunt and her tops and tunics womenswear line **Zamrie** (\$78-\$248)

For more information on the Chicago Sidewalk Sale, visit www.chicagofashionresource.com.

In addition to the **Chicago Sidewalk Sale**, the following neighborhood summer sidewalk sales are taking place throughout the city: **Do Division** (between Ashland Ave. and Leavitt St.) on Saturday, June 5 and Sunday, June 6 from 12 p.m. to 10 a.m.; **Lincoln Square Sidewalk Sale** (Lincoln Ave. from Lawrence Ave. to Wilson Ave.) on Saturday, July 17 from 10 a.m. to 7 p.m. and Sunday, July 18 from 11 a.m. to 5 p.m.; **Chinatown Summer Fair** (Wentworth Ave. from Cermak Rd. to 24th Place) on Sunday, July 18 from 10 a.m. to 8 p.m.; **Southport Sidewalk Showcase** (Southport Ave. from Belmont Ave. to Byron St.) on Friday, July 23 from 10 a.m. to 7 p.m., Saturday, July 24 from 10 a.m. to 6 p.m. and Sunday, July 25 from 10 a.m. to 5 p.m.; **Summer Sizzle Wicker Park & Bucktown Sidewalk Sale** (on Division St., Damen Ave., Milwaukee Ave., North Ave., Western Ave., and Ashland Ave.) on Saturday, July 24 from 11 a.m. to 6 p.m. and Sunday, July 25 from 12 p.m. to 5 p.m.; **Andersonville Summer Sidewalk Sale** (along Clark St.) on Friday, July 30 through Sunday, August 1 from 10 a.m. to 9 p.m.; and **Last Call! Wicker Park & Bucktown Sidewalk Sale** (on Division St., Damen Ave., Milwaukee Ave., North Ave., Western Ave., and Ashland Ave.) on Saturday, August 28 from 11 a.m. to 6 p.m. and Sunday, August 29 from 12 p.m. to 5 p.m.

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What's New in the Chicago Fashion Scene

In the last month, there have been two new fashion entities birthed in Chicago and focused on supporting local designers and independent retailers. **Cerato** boutique in Lakeview (3451 N. Southport Ave.) recently opened by former advertising executive Tracey Glibowski carries affordable clothing and accessories (all less than \$350) by 16 designers, most of whom are based in Chicago. **Garmental.com** is a new retail resource offering an outfit of the day from a single shopping destination in Chicago. The brainchild of Suzanne Kopulos and Korey Huyler, the website was created to teach Chicagoans what is carried in and how to shop local boutiques.

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>.