

CHICAGO DEPARTMENT OF CULTURAL AFFAIRS
NEWS RELEASE
CHICAGO OFFICE OF TOURISM

CHICAGO CULTURAL CENTER • 78 EAST WASHINGTON STREET • CHICAGO, ILLINOIS 60602

TEL: (312) 744-2400 • FAX: (312) 744-2359 • TTY: (312) 744-2947

Contact: Kiran Advani
312-742-4983
kiran.advani@cityofchicago.org

CHICAGO CELEBRATES FASHION'S NIGHT OUT
Friday, September 10, 2010

From California to China, the fashion industry is already buzzing about the news that this year's globe-spanning extravaganza **Fashion's Night Out** is returning for a second year. For the first time, Chicago's shopping scene will be among the chic cities participating in **Fashion's Night Out**. This amazing event represents a global initiative to boost consumer confidence and retail sales by having stores offer extended hours and exclusive perks. The 2010 edition of the biggest fashion party in history promises to be equally epic, splurge inspiring and full of even more stylish surprises.

"Chicago is a city that understands and cultivates fashion. The inclusion of Chicago in such an important and global event showcases just how committed we are to being a major fashion destination." states Mayor Richard M. Daley.

The city welcomes visitors from all over the world year round and the number one activity they partake in is shopping. Chicago offers stylish shoppers everything from world-class retailers to independent boutiques to home-grown designers.

Below is a list of department stores and retail destinations participating in **Fashion's Night Out** in Chicago:

Department Stores

Macy's at Water Tower Place
835 N. Michigan Avenue, Chicago IL, 60611
6-11pm

Receive mini-spa treatments from Lush Cosmetics while grooving to today's hottest tunes and enjoying sips and sweets. The party continues in the shoe department where shoppers will receive a special gift with purchases from Carlos Santana, Franco Sarto, and Via Spiga. Visit the Impulse Department to receive some special gifts with a purchase from Joe's Jeans and more. Macy's guests will end the evening getting their photo taken on the cover of a VOGUE magazine.

Macy's on State Street
111 N. State Street, Chicago IL, 60602
10am-11pm

Macy's on State Street is hosting an unprecedented shopping experience full of fun, festivities and most importantly, fashion! Shoppers are welcome to start the day off with the 10th annual Distinction in Design Competition. Beginning at 10 a.m., all Chicago area designers are invited to present samples/sketches to a panel of Macy's top industry insiders and gain valuable insight. At 10 p.m. the Macy's team will announce a Best-of-Show awarded with a \$1,000 cash prize and a Runner-Up awarded with a \$500 cash prize. From 6 to 11 p.m., Macy's special guest Vicki Gunvalson, of The Real Housewives of Orange County will be on hand to gift customers who spend more than \$75 a signed copy of her best selling book "More Than A Housewife." Attendees of Fashion's Night Out at Macy's on State Street can also shop collections from Chicago-based designers and the Chicago Fashion Incubator 2010 Designers-in Residence fall collections. Guests are welcome to sip and snack while watching models in this season's hottest looks. Shop and receive special gifts with purchases from Joe's Jeans, Carlos Santana, Franco Sarto, Via Spiga, Michael Michael Kors and many more.

Neiman Marcus**737 N. Michigan Avenue, Chicago, IL 60611****6-8pm**

Michelle Alegria of WLS-TV's 190 North's will be on hand at 7 p.m. to emcee a Fall 2010 trends fashion show. Guests will have the opportunity to sample local fair and receive a makeover from Estee Lauder. Designer Taryn Rose will also be on hand to present her new line of shoes, Haute Footure.

Nordstrom**520 N. Michigan Avenue, Chicago IL 60611****6-10pm**

Don't miss Fashions Night Out at Nordstrom Michigan Avenue, where the entire store will be buzzing with fashionable activities. Shop exclusive collections from TOMS shoes, William Rast, Burberry Cosmetics and more. Learn the latest beauty tips and tricks from our team of beauty experts, get the inside scoop on special products and gifts available only that day, and receive an exclusive gift with purchase all at our Girls Getting Gorgeous party. Enter for a chance to win a signed Michael Buble suit from one of his live concerts, and a Golden Ticket Fashion Experience full of everything you need to start the season in style including a \$2,500 shopping spree, closet makeover with a Nordstrom Personal Stylist and a one-year subscription to Vogue. Plus, enjoy a DJ, fun treats and other special surprises along the way.

Saks Fifth Avenue**700 and 717 N. Michigan Avenue, Chicago IL, 60611****6-10pm**

Celebrate Fashion's Night Out at Saks Fifth Avenue's Main Store and Men's Store with a night of shopping, cocktails, live entertainment, complimentary rock 'n' roll makeovers, and more. Enjoy the Rock Out and Make Up Event on the first floor, and a Contemporary Fashion Show on the fifth floor. DJs and informal modeling will run throughout the evening. Customers can enjoy complimentary blow-outs from the Salon at Saks Fifth Avenue. Shop with a MasterCard® and receive an exclusive rock 'n' roll play list.

Retail Destinations**The Shops at North Bridge****520 N. Michigan Avenue, Chicago IL 60611****6-9pm**

Shop 'til you drop at The Shops at North Bridge on Michigan Avenue. Shoppers are invited to spend the evening partaking in exclusive in-store events, and take in Fall's hottest trends from Nordstrom, Kenneth Cole, Stuart Weitzman, Armani Exchange, Swarovski and more at a runway fashion show starting at 6:30 p.m. The evening will be filled with one-night only shopping incentives, gifts with purchases and complimentary hors d'oeuvres and cocktails.

Water Tower Place**835 N Michigan Avenue, Chicago, IL 60611****5-9pm**

Guests will enjoy shopping incentives, mini makeovers and massages, cocktails, hors d'oeuvres and live entertainment. Models will be showcasing the latest Fall 2010 fashions. Every customer who spends \$150 or more will receive an exclusive Fashion's Night Out tote bag plus two tickets to the dress rehearsal of TRACES at Broadway in Chicago's Broadway Playhouse.

For more information about Fashion's Night Out in Chicago visit <http://www.chicagofashionresource.com> or <http://www.fashionsnightout.com>, powered by QVC.

About Fashion's Night Out

Fashion's Night Out (FNO) is an unprecedented global initiative created to celebrate fashion, restore consumer confidence, and boost the industry's economy. In the United States, the program is a collaboration between American Vogue, the Council of Fashion Designers of America, NYC & Company, and the City of New York. On September 10, 2010, Fashion's Night Out will return to New York City and launch in cities nationwide to put the fun back in shopping, with designer appearances, live windows, celebrity guests, and other special events. Around the world, and led by fifteen international Vogue editions (Australia, Britain, China, France, Germany, Greece, India, Italy, Japan, Korea, Portugal, Russia, Spain, Taiwan, and Turkey), each country will celebrate Fashion's Night Out

on one night between Sept 7 and Sept 16, 2010. Fashion's Night Out will be the subject of a one-hour special on CBS on September 14, 2010. For more information visit www.fashionsnightout.com, powered by QVC, or join us on Facebook and Twitter (www.twitter.com/fnonyc).

Visitors and Chicagoans planning to entertain out-of-town guests can receive Chicago brochures, reserve hotel accommodations and receive trip-planning assistance by calling toll-free 1.877.CHICAGO (1.877.244.2246), or visiting www.explorechicago.org. Brochures and information on Chicago's exciting events and activities are also available at the Visitor Information Centers. The centers are located at Chicago Water Works, 163 East Pearson Street at Michigan Avenue and the Chicago Cultural Center, 77 East Randolph Street. The TTY toll-free number for the hearing impaired is 1.866.710.0294.

The Chicago Office of Tourism (@[explorechicago](https://twitter.com/explorechicago)) provides a seven-day-a-week Twitter Concierge Service offering advice and suggestions about the city. Visitor service representatives answer questions and provide information with a focus on free and discounted events and activities in neighborhoods throughout Chicago.

The Chicago Office of Tourism, a division of the Department of Cultural Affairs, is the official City agency dedicated to promoting Chicago to domestic and international visitors and to providing innovative visitor programs and services.

#