

FASHION FOCUS CHICAGO

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FASHION FOCUS CHICAGO 2010 MONDAY, OCTOBER 18 THROUGH SUNDAY, OCTOBER 24 FULL SCHEDULE OF EVENTS

Fashion Focus Chicago, a celebration of Chicago's thriving fashion industry, returns for a sixth year in 2010. Running from Monday, October 18 through Sunday, October 24 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, shopping events, and industry seminars. To make a reservation for an event or for general information, please visit www.chicagofashionresource.com.

This year, the Chicago Department of Cultural Affairs is expanding its partnership with the industry to help market and produce the runway shows taking place in Millennium Park. Fashion Focus Chicago 2010 is a collaboration with the headlining show producers: Macy's and the Chicago Fashion Incubator; Mario Tricoci; StyleChicago.com; and the city's four 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.

"Fashion in Chicago is evolving and it is exciting to see a wide range of businesses involved with the industry—from a national department store along with a local nonprofit, major beauty brand, the four fashion design schools, and an on-line media outlet—more invested and involved in the City's efforts to support the local designers and independent boutiques in Chicago," stated Mayor Richard M. Daley.

Below, please find a full schedule of events taking place Monday, October 18 through Sunday, October 24, 2010.

HEADLINING RUNWAY SHOWS:

Macy's presents the Chicago Fashion Incubator Designers Past & Present with CS Magazine

Tuesday, October 19 at 7:30 p.m.

Millennium Park — Chase Promenade North

Admission is FREE—reservations required—RSVP at www.dcatheater.org/tickets

Kick-off the weeklong celebration with the accomplishments of the Chicago Fashion Incubator designers-in-residence past and present. Stay ahead of the trends with this preview of Spring 2011 collections from 14 of the names-you-need-to-know from the Chicago Fashion Incubator. Join Macy's and CS Magazine for a runway exclusive showcasing alumni from 2008 and 2009 alongside the 2010 designers-in-residence as they debut their Spring 2011 collections.

smartwater® & Chicago Magazine present Mario, Make Me a Model and WAVE OF FASHION

Wednesday, October 20 at 7:30 p.m.

Millennium Park — Chase Promenade North

Admission is FREE—reservations required—RSVP at www.StyleChicago.com

The dramatic conclusion of the 3rd Annual Mario, Make Me a Model contest is revealed during this last challenge. Each of the final five model hopefuls will walk the runway with professional Ford Models in a show featuring fashions from five Chicago designers. The winner will be selected and announced by Mario Tricoci, himself, as the grand finale.

Dress Code

Thursday, October 21 at 7 p.m.

Millennium Park — Chase Promenade North

\$10 for students & \$25 for general admission—tickets available at www.dcaheater.org/tickets

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. An added feature to this year's event will be a showing of the four finalists from Chicago History Museum's FashionNext Generation competition. The winner will be announced during the runway show and the awarded hat and handbag designs created for the competition will be put on display with the winning ensemble from the 2010 FashionNext competition in connection with the I Do! Chicago Ties the Knot exhibition.

StyleChicago.com Presents the Art of Fashion 2010

Friday, October 22 at 7:30 p.m.

Millennium Park — Chase Promenade North

\$95 for VIP seating & \$35 for general admission—tickets available at www.StyleChicago.com

The Art of Fashion 2010 is the runway finale at Millennium Park presented by StyleChicago.com. This artistic affair will preview contemporary to couture Spring 2011 collections of accomplished Chicago designers Elda de la Rosa, Kirk James Collection by studio 5p1t, Lara Miller, Lauren Lein, Borris Powell, and Paul Sisti, to name a few. This elegant event will also showcase three award-winning designers in an "emerging artists" category: Hector-Javier MonArrez, Fraley Le and Lydia Wawrzyniak. In addition to cocktails and hors d'oeuvres, VIP ticket holders will receive an amazing signature StyleChicago.com gift bag.

INDEPENDENT DESIGNER & FASHION EVENTS:

Horacio Nieto "The Desert & The Sea" Fashion Exhibition

Monday, October 18 at 7 p.m.

Lofts on Lake — 1366 West Lake Street

\$25 for general admission—tickets available at www.horacionieto.com

"The Desert & The Sea" fashion exhibition will showcase Horacio Nieto's Spring/Summer 2011 collection for his namesake womenswear line. Models will be on exhibit in the new collection—filled with vibrant colors, feminine silhouettes all inspired by sea life and the many elements of the ocean—and jewelry from local designer Jules. The designer will also be unveiling the new Arlo menswear Spring/Summer 2011 collection inspired by men of the desert with fitted silhouettes, desert hues and detailed seams.

Fashioning Desire: Chicago Fashion Photographers Reception

Tuesday, October 18 at 6 p.m.

City Gallery at the Historic Water Tower—806 North Michigan Avenue

Admission is FREE

A snapshot of Chicago's lively and diverse fashion photography scene, **Fashioning Desire**, opening on Thursday, September 16, 2010 and on view through January 11, 2011, features the work of nine local fashion photographers. The exhibition presents over two dozen images from both established and emerging talents currently working in Chicago. The established photographers represented in the exhibition include David Leslie Anthony, Verser Engelhard, Brian Kuhlmann, and Sandro. The emerging photographers showcased alongside the established are Michael Canavan, Erika Dufour, Joshua Alexandre Haines, Rachel Hanel, and Jason Kim.

Borris Powell "Life of Two Fairies" Runway Show

Wednesday, October 20 at 9 p.m.

Drake Hotel, Palmer Room — 140 East Walton Place

\$40 for seated & \$15 for standing room—tickets available at www.borrispowell.com on Wednesday, September 15

Borris Powell presents his Spring 2011 eponymous womenswear collection the "Life of Two Fairies." The playful and romantic collection is inspired by a tale of two fairies falling in love despite coming from different backgrounds. The runway show will turn the inspiration of the collection to life and be a story of innocent love entangled by good and evil.

Make A Statement: Design for a Cure

Thursday, October 21 at 9 p.m.

River East Art Center — 435 East Illinois Street

\$50 for general admission—tickets available at www.aidschicago.org/makeastatement

Make a Statement: Design for the Cure is the AIDS Foundation of Chicago (AFC) Junior Board's signature event that serves as a vehicle to raise HIV/AIDS awareness in Chicago. This high-energy fashion show and cocktail party will showcase top fashions from the city's top designers.

SHOPPING:

"Love Where You Live" 15th Annual Charity Event

Wednesday, October 20 & Thursday, October 21 from 10 a.m. to 10 p.m.

Bloomingdale's — 900 North Michigan Avenue

Bloomingdale's Home & Furniture Store — 600 North Wabash Avenue

\$10 ticket price—call (312) 440-4460 and (312) 324-7500 on October 1

Bloomingdale's annual multi-charity event, "Love Where You Live," shows support for over 40 of Chicagoland's prominent non-profit organizations. This full-day charity shopping event is filled with live entertainment, fashion shows, culinary demonstrations, incredible discounts, and more. Join the chic cause that focuses on giving back to the local community.

Studio-808 presents the Accessory Style Lounge

Thursday October 21 from 3 to 6 p.m.

Hard Rock Hotel Chicago, Lounge Bar — 230 North Michigan Avenue

Admission is FREE—reservations required—RSVP to events@studio-808.com

Studio-808 is presenting the first ever Accessory Style Lounge showcasing Fall 2010 and Spring 2011 accessory lines from a select list of emerging Chicago brands. A shopping suite filled with fashion, fun and the perfect place to pick up pieces to compliment any wardrobe from Chicago's most creative accessory designers.

The Apparel Industry Board Inc. presents the Chicago Fabric and Trim Show

Thursday, October 21 from 9 a.m. to 5 p.m. & Friday, October 22 from 9 a.m. to 4 p.m.
Merchandise Mart Conference Center Pedway, 2nd floor — 350 North Orleans Street
Admission is FREE—reservations required—RSVP at www.aibi.com

The Chicago Fabric & Trim Show, held twice annually, is the only show of its kind in the Midwest and attracts up to 500 buyers from as far away as California, Nevada, Florida, and Canada. This show features more than 100 national fabric and trim resources that cater to small businesses. This service to the sewn products industry allows Chicago entrepreneurs, as well as manufacturers, the opportunity to purchase and review fabric locally, at wholesale prices.

Modern Vintage Chicago: Fall Fashion & Jewelry Explosion

Saturday, October 23 & Sunday, October 24 from 10 a.m. to 5 p.m.
Plumbers Hall—1340 West Washington Street
\$10 ticket price—tickets available at www.modernvintagechicago.com

When the fashion pack looks for standout pieces to make their wardrobe pop, they head to Modern Vintage Chicago. Considered by insiders as a “fashionista paradise” and the “Barney’s of Vintage”, the show attracts the best vintage dealers from across the country nestled next to top Chicago design talent. This season’s highlights include appearances by the designers from Dress Code and a preview of the Nena Ivon Collection in the Columbia College Chicago Archives.

FashionChicago® presented by StyleChicago.com

Saturday, October 23 from 10 a.m. to 6 p.m.
Millennium Park — Chase Promenade North
Admission is FREE

To end the week, the fashion tent at Millennium Park will be transformed into a one-of-a-kind, designer shopping event on Saturday. Shop more than thirty of Chicago's best apparel, jewelry and accessories designers. The first 100 shoppers who make a minimum purchase of \$100 or more will receive a StyleChicago.com signature goodie bag.

INDUSTRY EVENTS:

Education Day hosted by the Mayor's Fashion Council

Sunday, October 24 from 10 a.m. to 4 p.m.
Chicago Cultural Center — 78 East Washington Street
Admission is FREE

Free industry seminars will be provided by local fashion organizations, business groups and the Mayor's Fashion Council on topics ranging from intellectual property to sourcing locally and internationally to mastering social media.

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.