

CHICAGO DEPARTMENT OF CULTURAL AFFAIRS  
**NEWS RELEASE**  
CHICAGO OFFICE OF TOURISM

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**FASHION FOCUS CHICAGO 2009  
OCTOBER 22 - 25 – FULL SCHEDULE OF EVENTS**

Fashion Focus Chicago, a celebration of Chicago's thriving fashion industry, returns for a fifth year in 2009. Running from Thursday, October 22 through Sunday, October 25 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](http://www.chicagofashionresource.com).

**HEADLINING RUNWAY SHOWS:**

**Macy's presents the Designers of Chicago**

Thursday, October 22, 2009, 7:30 p.m.  
Millennium Park – Chase Promenade North  
FREE - reservations required

Stay ahead of the trends with this preview of Spring 2010 collections. Macy's presents the next great American designer in this runway exclusive. Meet some of the names you need to know from Chicago's design community and the 2009 Chicago Fashion Incubator Designers-in-Residence. Macy's will carry some of their lines at Macy's on State Street.

**Dress Code**

Friday October 23, 2009, 7:30 p.m.  
Millennium Park – Chase Promenade North  
FREE – reservations required

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.

**Gen Art's Fresh Faces in Fashion**

Saturday October 24, 2009, 8:00 p.m.  
Millennium Park - Chase Promenade North  
(Tickets available for purchase, please visit [www.chicagofashionresource.com](http://www.chicagofashionresource.com) for more information)

The must see runway show of 2009! Gen Art's Fresh Faces is renowned for showcasing the brightest stars in the fashion industry and inaugurating the careers of many successful fashion labels such as Hollywould, Shoshanna and Zac Posen.

## **DESIGNER RUNWAY SHOWS:**

### **Michael Alan Stein Collection**

Saturday October 24, 2:00 p.m.  
Millennium Park – Chase Promenade North  
For more information on tickets, please visit [www.chicagofashionresource.com](http://www.chicagofashionresource.com))

Michael Alan Stein presents Spring 2010 from his eponymous collection. Costume designer and stylist extraordinaire, Michael Alan Stein brings his design talent to women's ready-to-wear. Inspired by Egypt and featuring clean, cool and linear elements, don't miss this stylemaker's runway debut during Fashion Focus Chicago.

### **Horacio Nieto**

Friday October 23, 2009, 9:00 p.m.  
VIP Reception - 7:45pm - 8:45pm  
Fashion Show - 9:00pm  
Post Party - 9:30pm - 11:00pm  
EnVent Studio, 344 North Ogden Chicago, IL 60607  
(For more information on tickets, please visit [www.chicagofashionresource.com](http://www.chicagofashionresource.com))

Horacio Nieto presents Spring/Summer 2010 womenswear and menswear collections. The ready-to-wear collections revolve around the elements of tribes from different worlds. The Arlo menswear collection is inspired from outer space with futuristic fabrics, galactic colors and details. Womenswear reflects an Amazon tribe with textures, vibrant colors and modern elements.

### **Le Jardin de L'Amour**

#### **Borris Powell Design Spring 2010 Collection**

Saturday October 24, 2009, 9:00 p.m.  
EnVent Chicago 344 N. Ogden  
(For more information on tickets, please visit [www.chicagofashionresource.com](http://www.chicagofashionresource.com))

Borris Powell presents spring 2010 collection in the Parisian setting of "Le Jardin de L'Amour" (The Garden of Love). Attendees experience the self-taught designer's uniquely feminine, sophisticated and modern style through his new collection. Ranging from swimwear and daywear to cocktail dresses and evening gowns, the bright colors of the season will blossom on a Parisian-park inspired garden runway. A cocktail reception will immediately follow the show, where VIP ticket holders will have the opportunity to meet the designer.

## **SHOPPING:**

### **Veronica Riley Martens Vintage Jewelry Trunk Show**

Saturday Oct 24th from 11 to 6  
Clever Alice, 1920 N. Damen  
773 276 2444 [www.cleveralice.com](http://www.cleveralice.com)  
(For more information, please visit [www.chicagofashionresource.com](http://www.chicagofashionresource.com))

Chicago's own Veronica Riley Martens, famous for her fine art jewelry design, will be on hand all day at Clever Alice. Veronica is inviting you to bring an old jewelry piece you've stored away to have it reworked and redesigned into a recreated favorite piece. She will also have her personal tool box filled with stones and rocks to choose from to create your own new treasure piece..

**Pick Your Poison presented by B Boutique**

Saturday October 24, 2009, 4 – 6:00 p.m.

Poison Cup Wine and Art Boutique, 1128 W Armitage Avenue

(For more information, please visit [www.chicagofashionresource.com](http://www.chicagofashionresource.com))

Showcasing top Chicago designers this exclusive event gives you the best of all worlds - wine, art and fashion. Sip wine, check out the fine art collection from local artists and enjoy informal modeling of the best in fall 2009 collections.

**Tassels and Fringe**

Friday October 23, 2009, 4 – 9 p.m.

Ellie Thompson + Co., 8 S. Michigan, Suite 2203

RSVP: 312.263.2264, [ellie@ellieco.com](mailto:ellie@ellieco.com)

(For more information, please visit [www.chicagofashionresource.com](http://www.chicagofashionresource.com))

View the new collections, inspired by Art Deco, meet the designer and mingle in a Gatsby- like atmosphere with hors d'oeuvres, and vintage cocktails. A special announcement will be made at 6pm. Attendees enjoy a 10% discount on all in-stock merchandise plus special pricing on custom designs. Chicago jewelry designer, Ellie Thompson's latest collection is a brilliant exploration of color, texture, and movement. The Celebration continues Saturday October 24, 10-5 p.m.

**Boudoir, Bourgeois and Boheme: Elise Bergman Fashion Installation**

Saturday, October 24, 2009, 2 p.m. – 4 p.m.

Fashion presentation at 3:00 p.m.

Roslyn, 2035 North Damen Avenue

(For more information, please visit [www.chicagofashionresource.com](http://www.chicagofashionresource.com))

Socialize, shop for one-of-a-kind fall and holiday dresses and accessories, and place pre-orders on the new spring collection. The sale runs Thursday, October 22 through Saturday, October 24 from 11 am - 7 pm.

**EDUCATION:****Education Day hosted by the Mayor's Fashion Council**

October 25, 2009

Chicago Cultural Center

The Mayor's Fashion Council hosts Education Day on Sunday October 25. Free industry seminars will be provided by the Apparel Industry Board, Inc., Chicago Fashion Foundation and the Mayor's Fashion Council on topics ranging from Best Practices in Customer Service for Boutiques to Career Searches.

**OTHER:****The Nature of Diamonds**

October 23, 2009 – March 28, 2010, Daily 9-5 pm (last admission, 4 pm)

Closed Christmas Day

The Field Museum

1400 S. Lake Shore Drive

312.922.9410

(Tickets available through [www.fieldmuseum.org](http://www.fieldmuseum.org))

Discover the dual nature of diamonds – at once glittering and tough, decorative and utilitarian. The exhibition showcases nearly 800 items, including designers such as Tiffany & Co., Van Cleef & Arpels, plus special pieces from Chicago-based Lester Lampert and Ellie Thompson.

***Fashion Focus Chicago 2009*** is the centerpiece of the *Fashion Focus Initiative*. *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](http://www.chicagofashionresource.com).

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