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FIND HOT DEALS AND GREAT RATES AT CHICAGO HOTELS DURING FASHION FOCUS 2009, OCTOBER 22-25

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 seminar round out this year's line-up.

For the first time this year, Fashion Focus has partnered with some of downtown Chicago's most chic hotels to offer special shopping packages and exclusive Fashion Focus amenities. Guests will have the opportunity to enjoy a personalized experience at one of these world-class hotels while immersing themselves in Chicago's hip fashion scene.

For more information about Fashion Focus Chicago, or to book a hotel package, visit www.chicagofashionresource.com.

Hotel packages include:

- **Skinny Pants, Pencil Skirt and Shift Dress Packages at the Essex Inn:** Essex Inn lets you tailor your own Fashion Focus Chicago experience and accessorize your stay with one of three packages. Guests have the option of enjoying special savings at Macy's, exclusive shopping discounts at participating Lincoln Park boutiques, admission to Fashion Focus runway shows and VIP after parties and much more. Book up to three nights and receive a special bonus \$50 Macy's gift card and admission to the Macy's Designers of Chicago runway show. Starting from \$99/night.
- **Girls Just Want to Have Fun at the Four Seasons:** From a shopping tour of Chicago's trendy boutiques to martinis and makeovers, Four Seasons Hotel Chicago makes Fashion Focus Chicago a week to remember. Guests receive complimentary makeovers, store savings and an exclusive gift at Bloomingdale's; a 900 Shopping card for savings at the 900 Shops; an in-room visit and made-to-order martinis from the Martini Man; complimentary desserts in Seasons Lounge; and a customized tour and special Chicago boutique savings with ShopWalk (additional tour fees apply). Starting from \$360/night.
- **Fashion Focus Day to Night at the James Hotel:** Experience the best of Bucktown boutique shopping during Fashion Focus Chicago. From October 21-26, book the Fashion Focus package for a stay at The James, steps away from the Magnificent Mile. Guests will receive two passes to a VIP Fashion Focus designer event, complimentary car service to Bucktown, and exclusive offers from boutiques p.45, Helen Yi and Michelle Tan. Relax after a day of shopping with signature Fashion Focus cocktails at the hotel's JBar. Starting from \$219/night.
- **Fashion Focus Package Special at the Park Hyatt:** Enjoy overnight accommodations in a luxurious Park Hyatt Chicago guestroom, with fabulous city or lake views at a special Fashion Focus rate. For an additional cost, guests can add a customized fashion getaway to their stay, with the Park Hyatt's Style at the Park package. Experience a ShopWalk tour of one of Chicago's

vibrant shopping districts, with boutiques and stores hand-picked by a personal stylist. Receive personal styling advice, special gifts and relax with a complimentary cocktail at the hotel's NoMI Lounge after a fabulous day of shopping. Starting at \$295/ night (not including Style at the Park package)

- **Sofitel's Fashion Focus Package:** Shop in one of Michelle Obama's favorite boutiques, Maria Pinto, and receive a \$500 gift certificate towards any purchase of \$1000 or more. Guests will also receive a personal fashion consultation with a Maria Pinto sales specialist. Enjoy dinner for two at Cafe des Architectes, whose Executive Chef, Martial Noguier, was recently named CS Magazine's 2009 "Chef of the Year." Feel like a true fashionista with VIP tickets and reserved seating to Fashion Focus Chicago 2009's runway shows and events. Starting from \$365/night.
- **theWit Hotel Takes You to Destination Southport:** Experience one of Chicago's hottest shopping districts with theWit's Destination Southport Package. This special Fashion Focus Chicago rate includes overnight accommodations for two guests, two roundtrip CTA public transit passes to the Southport Corridor, and two Fashion Focus Chicago welcome cocktails, plus 15% off any spa treatment and a welcome gift bag filled with exclusive deals and discounts at many Southport boutiques and retailers. Starting from \$269/night.

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***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.*

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.