

# CELEBRATE FASHION AT SCOTTSDALE FASHION WEEK 2010

Text by Rebecca Sebekl Photos by Gudenschwager Photography

## STYLE & DESIGN | IN FASHION

It's time to pull out that little black dress and kick up those heels for the "Art of Fashion," the 2010 theme for Scottsdale Fashion Week. This energetic event celebrates fashion, lifestyle, and fun. Designers rising up the fashion ranks join nationally and internationally renowned names on the runways. Beginning on November 4th through the 6th, all activities are centered around Scottsdale Fashion Square Drive, just north of Barney's.

Jim Scott, Founder of Scottsdale Fashion Week states that, "the event was created not only for fashion but for the citizens, merchants, and community. The main purpose of SFW is to bring noted designers, merchants, citizens, and charities together in one place that will benefit the community. No expense is spared as this event strives to be the best of the best. It's a high energy, high quality fashion show."

The official kick-off on Thursday, November 4th, is coordinated by Angela Johnson who's been a part of SFW since its second year. Angela coordinates both Designer of the Year and the Educational Series, as well as showing her own line on the Friday night.

Arizona fashion professionals such as local apparel and accessories designers, interior designers, fashion students,

models, and hair and makeup stylists will be in the spotlight. "Because Arizona doesn't have a fashion industry, the goal of SFW is a little different. It is more of a celebration of our booming retail industry as well as a great marketing tool for local designers," says Johnson.

The Main Stage Runway, with a seating capacity of 500, offers six shows on

Celebrities such as Jessica Simpson have been spotted wearing Luca Luca. Lloyd Klein, a French couturier, who's dressed such stars as Kate Beckinsale, Renee Zellweger, and Tyra Banks, will also be featured. This is a powerful lineup that fashion lovers won't want to miss.

A model search will be held. The win-

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**'Scottsdale Fashion Week 2010 is pleased to be working with The Junior League of Phoenix. Half of the proceeds received from each VIP ticket will benefit the League's numerous charities.'**

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Friday and five shows on Saturday. The West Open Runway is outdoors with five shows nightly. The lineup for Friday and Saturday night includes Kevan Hall, a designer who rejects trends and fads for a lasting fashionable look. He's dressed celebrities such as Vanessa Williams, Tina Fey, and Anne Hathaway, among others. The designs of Luca Luca of Milan, Italy, will grace the runways. This luxurious ready-to-wear apparel is of the finest quality and detail.

ner will be given the opportunity to strut in front of fashion designers, showing them they have what it takes. Also, a Designer of the Year will be named. The winning designer will open the show with their fashion line on Friday, November 5th in front of 500 VIP guest in the Main Stage tent. Imagine launching a career, meeting influential people, and sharing the stage with Kevan Hall and Lloyd Klein. Life is good! ▶

Attendees of SFW get the opportunity to increase their fashion knowledge with educational forums on fashion illustration, fashion forecasting, shoe design, and other topics. VIP guests can stop by the Luxury Pavilion from 5 to 11 pm each night to "see and be seen" and to browse a variety of luxury items such as fine jewelry, watches, and luxury automobiles.

Scottsdale Fashion Week 2010 is pleased to be working with The Junior League of Phoenix. Half of the proceeds received from each VIP will benefit the

Junior League's numerous charities.

The Junior League of Phoenix, now in its 75th year, strives to improve early childhood education and development, promote voluntarism, provide leadership training, and much more. They reach out to all women interested in and committed to voluntarism and provide over 100,000 hours of trained volunteers to assist with various projects around the Valley, such as The Children's Museum of Phoenix, Arizona Science Center and the Susan G. Komen Race for The Cure and assisted in restoring the Orpheum

Theater and Rosson House. To learn more about the Junior League of Phoenix, visit <http://www.jlp.org>.

General admission tickets are \$25 and VIP tickets are \$165. Tickets for the November 4th Community Night cost \$15 or \$25 for a combination ticket of Community Night and Education Forums. Visit [www.scottsdalefashionweek.com](http://www.scottsdalefashionweek.com) for more information.

Scottsdale Fashion Week is the ultimate fashion celebration that oozes glamour. Not attending would be considered unfashionable! ☐



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