

CADILLAC PRESENTS



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\* Images and B-Roll Available Upon Request

**FALL'S HOTTEST RUNWAY EVENT RETURNS:  
FASHION AT THE PARK ANNOUNCES SEVEN DAYS OF  
HIGH-FASHION ON AND OFF THE RUNWAY**

**Appearances by Roberto Cavalli, Rodarte's Kate and Laura Mulleavy, Thakoon Panichgul, Marchesa's Georgina Chapman and Keren Craig, Peter Som, Marc Bouwer and more**

**Tickets on Sale to the Public August 18th**

**DALLAS, Texas – July 14, 2008** – NorthPark Center's **Fashion at the Park**, presented by **Cadillac**, announces the return of its annual iconic event with seven days of high-energy fashion and non-stop excitement on and off the runway. Featuring the best of Fall 2008 and Spring 2009 collections from **Friday, October 10 – Thursday, October 16**, Fashion at the Park welcomes **over 22 top designer shows and events** to their luxury tent complex. Don't miss the front row action of Fashion at the Park – **tickets go on sale to the public Monday, August 18** at [www.northparkcenter.com](http://www.northparkcenter.com).

Nonstop fashion action includes appearances by international designers, after parties, in-store events, trunk shows, free fashion photography exhibits, glamorous charity benefits, one-of-a-kind silent auctions and more. After viewing the collections on the runway, "shop the shows" in NorthPark Center, one of the premier luxury shopping centers in the United States with more than 235 fine stores and restaurants.

"I have been to Dallas many times. My first major American trunk show was in Dallas in the '70s," said famed designer and Fashion at the Park attendee Roberto Cavalli. "Dallas women are very fashion conscious; they know exactly what's on the market, what looks best on them and they enjoy playing with fashion. For me, they represent the perfect client, and it's always a pleasure to meet with them. Fashion at the Park has become a world class fashion event. It's beautifully set, and it's a great opportunity for me to interact with my clients, understand their needs and deliver always great collections."

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"We have visited Dallas only once before. We love the creative spirit and independence that exists in Dallas," said Rodarte designer duo Kate and Laura Mulleavy. "We're very excited to visit Dallas and NorthPark Center to meet all the amazing women that make up such a vibrant fashion community."

The 20,000 square-foot luxury tent complex, located between Nordstrom and Macy's, will house day and evening runway shows featuring the latest collections from: Roberto Cavalli; Barneys New York featuring Rodarte; CH Carolina Herrera; Oscar de la Renta; Valentino; Neiman Marcus featuring Marc Bouwer; CFDA/Vogue featuring Doo.Ri, Philip Lim, Michael Bastian, Thakoon, Marchesa and Peter Som; Miss Sixty; Ed Hardy; Dillard's; Macy's; Ted Baker; bebe; Diesel; and Pinto Ranch.

Kicking off Fashion at the Park is the Roberto Cavalli runway show and opening celebration, featuring a special appearance by the renowned designer himself. Personal appearances\* include:

- **Roberto Cavalli**, designer
- **Kate and Laura Mulleavy**, designers, **Rodarte**
- **Thakoon Panichgul**, designer
- **Peter Som**, designer
- **Georgina Chapman and Keren Craig**, designers, **Marchesa**
- **Marc Bouwer**, designer

*(\*Personal appearances are subject to change)*

### **The Future of Fashion: Celebrating Five Years of the CFDA/Vogue Fashion Fund**

A runway fashion show to celebrate five years of the CFDA/VOGUE FASHION FUND – the fashion show will feature multiple designers who have been lauded as award finalists and featured in *Vogue*, including Doo.Ri, Phillip Lim, Michael Bastian, Marchesa, Thakoon and Peter Som. Special appearances include Marchesa designers Georgina Chapman and Keren Craig, Thakoon Panichgul and Peter Som.

Acting on its long-standing commitment to nurture young talent, *Vogue* partnered with the Council of Fashion Designers of America to launch the Fashion Fund in 2003. This awards program provides financial help, business expertise and mentoring to the next generation of American fashion designers. Its goal is to encourage and enable designers to achieve their design and business plans.

### **Tickets**

The U-shaped runway, surrounded by 624 reserved seats, features a tiered layout allowing maximum visibility with 212 front row seats. The tiered **Designer Circle**, located inside the runway, offers a fashion experience usually reserved for celebrities and editors.

All seats are reserved and tickets are available, starting August 18, by logging onto [www.northparkcenter.com](http://www.northparkcenter.com) (fees apply), or at the NorthPark Center Concierge, located outside Neiman Marcus on Level One. Ticket prices vary starting at \$25. A portion of proceeds from Fashion at the Park will benefit local charity partners and CFDA.

Twenty **Über Fashion Passes** will give style seekers the ultimate access to Fashion at the Park: front row seats to all runway shows and events, an exclusive VIP swag bag, \$250 in NorthPark Gold, invitations to in-store events, complimentary valet parking throughout the event and more. Über pass holders will also receive access to a private VIP lounge with a dedicated concierge. This season's pass holders will enjoy an even larger lounge area with additional stylish amenities. New this year, Über pass holders can select from two price tiers: \$2,500 for a front row seat to all the shows plus their choice to attend the Bobbi Brown Über Master Class; or \$2,200 for all the fashion action without the Master Class. Über Passes are available for purchase at [www.northparkcenter.com](http://www.northparkcenter.com).

### **Tent Complex**

Before the shows patrons will sip **Möet & Chandon White Star Champagne** and **glacéau smartwater**. Special Fashion at the Park cocktails made with **Belvedere Vodka** and **10 Cane Rum** will be served alongside cuisine by **Rosewood Mansion on Turtle Creek's Chef John Tesar** at select events in the **Cadillac Design Gallery**.

The Cadillac Design Gallery reception tent, located outside the north entrance of NorthPark Center between Nordstrom and Macy's, opens one hour prior to show time and features a bar, lounge seating and plasma screens showing Fashion at the Park runway footage. Music maven and Dallas socialite Lucy Wrubel will keep the scene hot as she spins tunes from a custom-designed, raised DJ booth.

With its prestigious reputation for award-winning design and high-fashion glamour, **Cadillac** will highlight its new 2009 lineup in the **Cadillac Design Gallery**, the ideal spot for fashion aficionados to enjoy their time in between shows. A Cadillac fashion wall, located on the red carpet at the entry of the luxury tent complex, will be a key attraction for paparazzi photos.

### **Bobbi Brown**

Bringing years of high-fashion and Hollywood experience to Fashion at the Park, Bobbi Brown's Beauty Team, a group of hand-selected makeup artists trained by Bobbi herself, will again up the glamour quotient on the runway. Bobbi Brown East Coast Artistry Manager **Kimberly Soane** will oversee the makeup backstage for all runway shows. Soane's impressive credits include fashion icons such as Oscar de la Renta, Carolina Herrera and Margherita Missoni as well as domestic and international print from *Vanity Fair* and *Town & Country* to Korean *Elle* and German *Vogue*.

### **Hotel Package**

Experience Texas' only five-star, five-diamond hotel during Fashion at the Park. **Rosewood Mansion on Turtle Creek** is offering special room rates starting at \$290.00, based upon availability. To reserve rooms, call 1-888-ROSEWOOD or 214-559-2100, and ask for the Fashion at the Park rate. Reservations can also be made online at [www.mansiononturtlecreek.com](http://www.mansiononturtlecreek.com). Upon arrival, guests will receive a complimentary Fashion at the Park welcome amenity.

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**BACKGROUND:**

**Fashion at the Park**, NorthPark Center's unprecedented public fashion and media event brings the excitement and energy of the international fashion scene to Dallas each fall. Fashion at the Park showcases NorthPark Center's one-of-a-kind collection of luxury and trendsetting retailers in an exhilarating venue and provides fashion devotees an exclusive opportunity to view the latest fashion and "shop the shows".

NorthPark Center's Fashion at the Park is supported by presenting sponsor **Cadillac** and supporting sponsors national media partner **Vogue**, local media partner **PaperCity Magazine**, **Rosewood Mansion on Turtle Creek**, **Bobbi Brown Cosmetics**, **Moët & Chandon**, **glacéau smartwater**, **Belvedere Vodka**, **10 Cane Rum**, **American Airlines**, **Kim Dawson Agency**, **Central Market**, **Capital One Bank** and **Dallas Convention and Visitors Bureau**.

As one of the premier shopping centers in the United States, **NorthPark Center** ([www.northparkcenter.com](http://www.northparkcenter.com)) proudly offers shoppers the best of the best in every category represented including the finest in luxury retail and exclusives in the Southwest. Offering an unparalleled selection of international designers set amid timeless modern architecture and a world-class art collection, NorthPark Center has established a new standard in the United States for innovative retail destinations. NorthPark Center is owned, managed, operated and leased by husband and wife David J. Haemisegger and Nancy A. Nasher. After a \$235 million expansion in 2006, NorthPark Center became the largest shopping center in North Texas and one of the top shopping destinations in the United States. NorthPark Center will continue to open more luxury boutiques, exclusive stores and dining options throughout 2008 and beyond, culminating in over 235 stores and restaurants. NorthPark Center is located at the intersection of North Central Expressway and Northwest Highway in the heart of Dallas. Stores are open from 10 a.m. to 9 p.m., Monday through Saturday, and 12 p.m. to 6 p.m. on Sunday. Department store, theatre, restaurant and spa hours vary.

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