



**L.A. FASHION WEEKEND AT SUNSET GOWER STUDIOS
IN HOLLYWOOD GEARS UP FOR 10TH SEASON OCT. 18-20**

Nobu Hotel Caesars Palace Brings Distinctive Zen Style as 2013 Title Sponsor

(LOS ANGELES, CA) – OCT. 2013 – Los Angeles is set to have the fashion spotlight pointed westward this October for **L.A. Fashion Weekend Oct. 18-20**; a multi-sensory affair featuring an eclectic mix of the city's best designers showcasing swimwear, contemporary and couture fashions. This year's line-up will include *Fashion Splash* (swimwear) on **Friday, Oct. 18**, *Project L.A.* (contemporary) on **Saturday, Oct. 19** and *One Haute Night* (couture) on **Sunday, Oct. 20**. Each show will then be followed by a private party to be held at the W Hollywood Hotel.

This year's runway will also feature one-of-a-kind designs inspired by the **Nobu Hotel Caesars Palace**; L.A. Fashion Weekend's 2013 Title Sponsor. Hosted at the historic **Sunset Gower Studios** in Hollywood for three consecutive nights, the show is owned and produced by **The Gallery LA**, founded by native Angeleno **Mikey Koffman** in 2005. "We will show the fashion world that L.A. can put on an amazing experiential weekend highlighting the look and sensibility of some of the best regional designers. Unlike traditional fashion shows,

we create and produce a unique event that conveys L.A.'s distinctive flair, style and attitude. With the addition of Nobu Hotel, we are adding a few new elements and bringing a bit of *east meets west* into the mix.”

While the runway is the star, Koffman and team at The Gallery LA will be using their unique location in the center of one of Hollywood's most active studios (Sunset Gower Studios is home to Emmy Award-winning shows The Newsroom, Scandal and Dexter), as well as its title sponsor's distinctive Zen style to set the weekend apart. Upon arrival, guests will not only enter the fashion show, they will be checking-in to the Nobu Hotel. The Nobu Hotel will take over the lounge and provide guests the opportunity to book rooms in real time, watch as aspiring new designers literally create Nobu fashions on site and imbibe at the Nobu Sake Tasting Bar. Additionally, Planet Salon will be providing all make-up and hair for the models, while creating an exclusive beauty bar for guests. Each evening at L.A. Fashion Weekend begins with an exclusive invite-only cocktail party, where guests and media can interact with the fashion activations and event partners before entering the runway tent. Kicking off on **Friday, Oct. 18** and concluding on the evening of **Sunday, Oct. 20**, L.A. Fashion Weekend is the epicenter for fashion, culture and society.

Event/Runway details include:

Friday, Oct. 18: *Fashion Splash*: Amour Luxury Swimwear, Stone Fox Swim, Salt Swimwear, Mandalynn Swim, Mi Ola Swimwear and more.

- **5:00 p.m. – Media Arrivals**
- **6:00 p.m. – 9:00 p.m. – Cocktail Party/Runway Show**
- **9:00 p.m. – Midnight – After Party – W Hotel Hollywood**

Saturday, Oct. 19 – *Project L.A.* - Contemporary featuring: Amber Aleyna, Nicole Lee, Chloe Evangeline and more.

- **5:00 p.m. – Media Arrivals**
- **6:00 p.m. – 9:00 p.m. – Cocktail Party/Runway Show**
- **9:00 p.m. – Midnight – After Party – W Hotel Hollywood**

• **Sunday, Oct. 20 – *One Haute Night – Couture* featuring: Unique Vintage, Le Mali Designs, Walter Collection and more.**

- **5:00 p.m. – Media Arrivals**
- **6:00 p.m. – 9:00 p.m. – Cocktail Party/Runway Show**
- **9:00 p.m. – Midnight – After Party – W Hotel Hollywood**

“We feel that the Nobu Hotel brand is perfectly aligned with L.A. Fashion Weekend's goals of being distinctive and original,” notes Celena Haas, Vice President of Public Relations, Caesars Entertainment. “The Nobu Hotel at Caesars Palace is not just a hotel; it perpetuates a lifestyle which conveys a sense of style, fashion, culture and design. Every aspect of the hotel was crafted with the same care and creativity that a designer brings to their runway show. It is unique, exclusive and is engulfed in style and originality. We are proud to be taking part in this exciting weekend.”

For Additional Information, please visit the website at: www.LosAngelesFW.com or contact: Kaitlin Livezey at Kaitlin@ThegalleryLA.com

Sponsors for L.A. Fashion Weekend :

- Bibby Financial Services
- Fazio, Inc.
- Nobu Hotel at Caesars Palace
- O'Neill Wine
- AMP Radio
- Monster Energy
- California Apparel News
- Cypress, LLP
- Hollywood Weekly

L.A. Fashion Weekend:

Nobu Hotel at Caesars Palace presents L.A. Fashion Weekend at Sunset Gower Studios, October 18-20, 2013 held in the heart of Hollywood with The W Hotel Hollywood as the Official After Party location. This bi-annual event is produced by The Gallery LA, Inc., Fashion and Entertainment Productions, founded in 2005 by the shows' Executive Producer, Mikey Koffman. Each night feature's a distinctive theme, Fashion Splash Swimwear show, Project L.A., a live runway competition show and One Haute Night Couture Show, visit www.losangelesfw.com for this seasons full line-up!

Nobu Hospitality

Nobu is one of the premier luxury lifestyle brands in the world. With operations spanning five continents, the Nobu brand thrives in many global capitals as a dining destination. The natural growth of the Nobu luxury brand built on service, image and hospitality offers the complete spectrum of hotel and restaurant management for unique projects around the world. www.NobuHospitality.com

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