



Phashion Phest
Late September 2009 Date TBD
Loews Hotel, 12th & Market Streets, Philadelphia

Phashion Phest is the Delaware Valley's premier fashion event showcases upscale retailers, salons, accessories boutiques and related businesses. The evening begins with a cocktail reception with music and informal modeling of accessories while guests explore exhibitors. At 7:30pm the main event begins - an extraordinary runway presentation of the finest in fall fashions from more than 20 leading retailers in tri-state area.

Participants and sponsors include Comcast, CN8, Philadelphia City Paper, Philadelphia Magazine, Southern Wine & Spirits, Wachovia, Bloomingdale's, Chanel Cosmetics, Doneckers, Kimberly Boutique, The Plaza & Court at King of Prussia, Nicole Miller Philadelphia, The Shops at Liberty Place, Sephora, Suky, Van Cleve Collection, Zinman Furs, American Laser Centers, Phoenix Salon & Spoa, Rapunzel's Salon & Spa, Richel D'Ambra Spa Salon, Salon DeSante, Salon L'Etoile, Salon Rouge, Studio Artur- C.L. – Techniques Salon & Spa.

Pricing: Booth Exhibit space and sponsorship ranges from \$1,500 and up depending on sponsorship benefits and logistical setup.

Attendance: 2,000

Time: 5-9:30pm

Demographics: - upscale fashion savvy audience, beauty-conscious, 65% female, 35% male



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Photos by Michael Spain-Smith

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