

# SCHEDULE OF EVENTS SIMON FASHION NOW TENT RIVER PLAZA



## FRIDAY, SEPTEMBER 11 TRENDS&FRIENDS NIGHT

### Trends & Friends Night

5:00–8:00 p.m.

A fun night of pampering, sampling, product demonstrations and more featuring:

Bare Escentuals

Carlton Hair Salon and Day Spa

Copia

Cupcake Love

Dolce Donuts

Fashion Institute of Design & Merchandising

Fit Athletic Club

Hornblower Cruises & Events

KYXY 96.5

M•A•C Cosmetics

Marshall Eklund Pilates Studio

One Hope Wine

Origins

San Diego County Credit Union

Sara Elizabeth Skincare

Sophie@103.7

Stuart Weitzman

Susan G. Komen for the Cure

Tous

### Runway Fashion Show

6:00 p.m.

The season's newest looks hit the runway in this must-see fashion event featuring:

Lucky Brand

Sun Diego

Max Studio

True Religion Brand Jeans

GUESS

### Runway Fashion Show

7:00 p.m.

Celebrate your inner fashionista while enjoying a runway show featuring collections by:

HUGO BOSS Store

Karen Millen

Custo Barcelona

Intimacy

Barneys New York CO-OP

Betsey Johnson

Nordstrom

## SATURDAY, SEPTEMBER 12

### Style Wars

11:00 A. M.

Cheer on students from the Fashion Institute of Design & Merchandising as they create unique designs in this fierce fashion competition. Winning team to be announced on stage prior to the Macy's Runway Fashion Show at 1:00 p.m.

### Macy's Runway Fashion Show

1:00 p.m.

Find the perfect look for fall from Macy's.

### Runway Fashion Show

2:00 p.m.

Still unsure what to wear this season? You'll find all of the newest trends showcased by:

Talbots

Gap

Intimacy

Tommy Bahama

Max Studio

Banana Republic

### Runway Fashion Show

3:00 p.m.

The hottest looks from some of the coolest stores:

Nordstrom

HUGO BOSS Store

Karen Millen

Bloomingdale's

Henri Bendel

Barneys New York CO-OP

M Missoni

Tory Burch

Neiman Marcus

### Runway Fashion Show

4:00 p.m.

That's a wrap! Don't miss the last runway fashion show featuring the hottest new looks from:

Lucky Brand

Steve Madden

Charlotte Russe

Forever 21

Jewel

Guess

bebe

### Style Stops

12:00 noon – 5:00 p.m.

Interactive cosmetic and skincare demonstrations from Nordstrom, Carlton Hair Salon and Day Spa, and M•A•C Cosmetics in their stores, and Kiehl's Since 1851 in the tent.

Model makeup by Sephora. Hair styled by Carlton Hair Salon and Day Spa.  
Models provided by Page Parkes Corporation.

FASHION VALLEY

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