

STYLEWEEK ORANGECOUNTY®

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FASHION ISLAND® & IRVINE SPECTRUM CENTER® CELEBRATE STYLE WEEK ORANGE COUNTY®

Best of OC Fashion & Dining will be Showcased Sept. 30 – Oct. 8

Irvine, California, July 27, 2011 – Orange County will continue its trend-setting status when [Style Week Orange County®](#) returns Friday, Sept. 30 through Saturday, Oct. 8 to [Irvine Spectrum Center®](#) and is celebrated for the first time at [Fashion Island®](#) in Newport Beach. Thousands of style-savvy visitors are expected to attend dozens of runway shows, fashion festivities, cooking demonstrations and in-store events at both centers throughout the week.

Style Week will kick off Sept. 30 at Irvine Spectrum Center when celebrity designer, Project Runway alumni and red carpet commentator **Nick Verreos** emcees Rack Rave, an energetic fashion carnival with informal modeling, fun interactive events, giveaways and shopping incentives. New to Style Week Orange County is Restaurant Rave, hosted by celebrity chef and radio host **Jamie Gwen** and showcasing the latest dining trends with cooking demonstrations and food sampling on Oct. 6, also at Irvine Spectrum Center.

The week will also include fall fashion presentations by nationally acclaimed designers as well as Orange County's most prestigious department stores and exclusive boutiques, including Neiman Marcus and Bloomingdale's at Fashion Island, among others. Fashionistas will enjoy designer appearances and numerous in-store events throughout the week, as well as shopping incentives at both Fashion Island and Irvine Spectrum Center.

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Style Week Orange County® Returns

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Style Week Orange County events announced to date include:

* **Rack Rave: Fri., Sept. 30, 7 to 9 p.m. at Irvine Spectrum Center** -- A fun fashion carnival in Giant Wheel Court featuring informal modeling, interactive events, giveaways, shopping incentives and entertainment. Red carpet staple Nick Verreos will host the evening's festivities.

* **Restaurant Rave: Thurs., Oct. 6 at Irvine Spectrum Center** – Because Orange County foodies enjoy the latest dining trends, Restaurant Rave will spotlight exclusive new restaurants coming to Irvine Spectrum Center this fall, such as CUCINA Enoteca, Paul Martin's American Bistro, Capital Seafood and Wood Ranch BBQ & Grill. Held in Giant Wheel Court, Restaurant Rave will be hosted by celebrity chef and radio host **Jamie Gwen**, and include cooking demonstrations and food sampling.

* **Runway Grand Slam: Fri., Oct. 7, 7 p.m. at Irvine Spectrum Center** – Giant Wheel Court will come alive with OC Surf Sport Showcase, highlighting fall's biggest trends from surf and action apparel brands. At 8 p.m., guests will enjoy **Cadillac: Contemporary Design**, where upcoming designers will compete on the runway with original creations based on Cadillac car designs. The night will conclude with **Spectrum Collection**, showcasing the top fall looks from Nordstrom, Macy's and other Irvine Spectrum Center retailers. Verreos will host these shows.

* **Fashion Shows & Retail Events: Fri., Sept. 30 – Sat., Oct. 8 throughout both Fashion Island and Irvine Spectrum Center** – Various retailers will have fashion shows and host designer appearances, trunk shows, product sampling, giveaways and special promotions throughout the week.

“We are excited about the return of Style Week Orange County. This year we are thrilled to have Fashion Island participate to showcase an even wider variety of designers and trends as we highlight the best of the fashion season available at these two unique destinations,” said Laura Davis, Senior Marketing Director for Regional Centers Fashion Island and Irvine Spectrum Center. “Furthermore, Restaurant Rave at the Irvine Spectrum Center will add another noteworthy component to the event by bringing award-winning cuisine directly to our savvy customers and broadening the weeklong celebration's appeal for both fashionistas and foodies.”

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Style Week Orange County® Returns

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The fourth annual Style Week Orange County continues the tradition that Irvine Spectrum Center created, showcasing emerging designers and notable style makers and fashion brands from Orange County. Past events have featured appearances by celebrity designer Lauren Conrad, Olympic medalist Gretchen Blieler, and red carpet gown designer and celebrity favorite Oday Shakar.

For more information on Style Week Orange County and a complete list of events as they are announced, please visit www.StyleWeekOC.com, or follow <http://twitter.com/FashionIsland> or http://twitter.com/Irvine_Spectrum.

Irvine Spectrum Center draws more than 15 million visitors annually to Edwards Irvine Spectrum 21, Nordstrom, Macy's, Target, H&M and more than 130 other specialty stores, restaurants and entertainment venues. For more information, please visit www.ShopIrvineSpectrumCenter.com.

As Orange County's premier coastal shopping and dining experience, Fashion Island features specialty boutiques, world-class department stores and a wide assortment of restaurants and cafes. Visited by more than 13 million people annually, Fashion Island offers a sophisticated yet relaxed atmosphere that is distinctively Southern California. Owned by Irvine Company, Fashion Island is home to Orange County's only Neiman Marcus, as well as Nordstrom, Bloomingdale's, Bloomingdale's Home Store and Macy's. For more information, please visit www.ShopFashionIsland.com.

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