



WEST HOLLYWOOD CELEBRATES
**FASHION'S
NIGHT
OUT
SEPT. 8
2011**

FOR IMMEDIATE RELEASE

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THE CITY OF WEST HOLLYWOOD ANNOUNCES UNPRECEDENTED LINE-UP OF FASHION EVENTS LEADING UP TO FASHION'S NIGHT OUT

Taste Fashion – Structures & Style 2011 “Fashion Blueprints” – Fashion’s Night Out

WEST HOLLYWOOD, Calif. – August 5, 2011 – The City of West Hollywood is celebrating its vibrant fashion community with three fashion-related events beginning in August and culminating with Fashion’s Night Out on September 8. Guests at these events will explore West Hollywood’s chic style, architecture and cuisine scene.

Festivities begin on August 27 with **Structures & Style 2011 “Fashion Blueprints”** – an exclusive guided tour of five of the city’s most architecturally innovative retail spaces. The tour will close with a reception at the new West Hollywood Library. The celebration continues on September 6 with **Taste Fashion** - a fashion-tasting event pairing couture and haute cuisine, hosted at The Bazaar by Jose Andres at SLS hotel. The series of events will lead up to September 8 with **Fashion’s Night Out**, a global fashion phenomenon where shoppers will enjoy special events and promotions hosted by West Hollywood’s premier fashion houses. Following the celebration of Fashion’s Night Out, the city will host an after-party at Skybar at the Mondrian hotel.

Structures & Style 2011 “Fashion Blueprints” – Saturday, August 27, 2011

Guests will embark on an exclusive guided shuttle tour of the most architecturally significant retail spaces in the City of West Hollywood. This year's event will feature the city's most inspired fashion retailers, all of which are housed in stunning and unique spaces. Participating retailers include 3.1 Phillip Lim, Alberta Ferretti, H.L.N.R., Church, and Roseark. The tour will close with an exclusive reception at the new West Hollywood Library, hosted by Craig’s Restaurant. All proceeds from ticket sales for Structures & Style 2011 go to benefit the West Hollywood Community Housing Corporation.

Taste Fashion – Tuesday, September 6, 2011

This innovative dining event pairs the latest in fashion and cuisine prepared exclusively at The Bazaar by José Andrés at the SLS Hotel. Taste Fashion will consist of a multi-course menu and cocktail pairing inspired by a selection of 3.1 Phillip Lim looks presented on models. During the event, the fashion label, chef and mixologist will each present their unique contributions to the menu, providing insight into their philosophies behind the evening's fashion, food, and cocktail selections.

West Hollywood Celebrates Fashion's Night Out (FNO) – Thursday, September 8, 2011

Returning to the city for the second year is Fashion's Night Out (FNO), the unprecedented global initiative created by American *Vogue*, the Council of Fashion Designers of America, NYC & Company, and the City of New York in 2009 to put the fun back in shopping. West Hollywood is home to the West Coast's premier fashion houses and boutiques, including confirmed retailers such as ARCADE Boutique, Christian Louboutin, H.Lorenzo, LIVE! On Sunset, Nicole Miller, Stella McCartney, Revolve Clothing, Jenni Kayne, Sielian's Vintage Apparel, Ten Over Six, 3.1 Phillip Lim, Curve, Alberta Ferretti, and John Varvatos. Working with local retailers, designers and business leaders, the city is promoting the event, arranging shuttles to transport shoppers around the city and hosting an after-party at Skybar at the Mondrian hotel following the celebration. Building on the energy of the evening, West Hollywood will be the ultimate destination for style makers and trendsetters to shop, stay and play.

Website and Social Media Information

Structures & Style: Fashion Blueprints

Website: www.structuresandstyle.com

Facebook: www.facebook.com/structuresandstyle

Twitter: @StructuresStyle

Taste Fashion

For more information:

Website: www.avenueswh.com

Fashion's Night Out

Website: www.FNOWestHollywood.com

Facebook: www.facebook.com/fnowesthollywood

Twitter: @FNOWeHo, hash tag #FNOWEHO

Tumblr: fnoweho.tumblr.com

About the Partners

Fashion's Night Out

Fashion's Night Out (FNO) is an unprecedented global initiative originally created in 2009 to celebrate fashion, restore consumer confidence, and boost the industry's economy during the recession. On September 8, 2011, in response to overwhelming demand, Fashion's Night Out will return to New York City, West Hollywood and over 100 other cities nationwide to highlight fashion and support retail with exciting events that include designer appearances, celebrity guests, fashion shows and musical performances. In the United States, the program is a collaboration between American Vogue,

the Council of Fashion Designers of America, NYC & Company, and the City of New York. For more information visit www.fashionsnightout.com, or join us on Facebook and Twitter (@fnonyc, #FNO)

The City of West Hollywood

West Hollywood is also known as “The Creative City” due to its rich history as a hub of entertainment, dining, fashion, design and architecture. The city is home to such iconic global destinations as Sunset Boulevard; Santa Monica Boulevard, the historic “Route 66;” and Melrose Avenue. For more information about the City of West Hollywood, please visit www.weho.org

The Avenues – Art, Fashion & Design District

With its world renowned retailers, The Avenues offers visitors unparalleled experiences in fashion, interior design, furniture, the decorative arts, food and spirits. For more information about The Avenues, please visit www.AvenuesWH.com.

The West Hollywood Marketing & Visitors Bureau

Located at the foot of the Hollywood Hills in the heart of Los Angeles and just 1.9 square miles in size, West Hollywood rivals the world’s most exciting travel destinations. For more information about the West Hollywood Marketing & Visitors Bureau, please visit www.visitwesthollywood.com.

The Sunset Strip Business Association

The Sunset Strip has nurtured countless music and entertainment careers, and it continues to blaze its own path as a leading destination with a vibrant and entertaining landscape made up of more than 150 restaurants, shops, nightclubs and hotels. For more information about The Sunset Strip, please visit www.thesunsetstrip.com.

West Hollywood Chamber of Commerce

The West Hollywood Chamber of Commerce is a 501c6 non-profit organization whose mission is to support and advocate for a community environment where commerce can flourish. For more information on the Chamber, please visit www.wehochamber.com.

With Support from

About Jaguar

From its beginning as a manufacturer of motorcycle sidecars in 1922, Jaguar Cars has grown to become one of the world’s premier manufacturers of luxury sedans and sports cars and with that, one of the most recognized commercial brands. The company's vision is simple: To produce beautiful fast cars that are desired the world over. The company operates two manufacturing plants in the United Kingdom and is fully engaged in environmental programs, community work and brand awareness exercises such as motorsports. For more information, please visit www.jaguar.com.