# A PRESENTED BY HARRIETT LAKE

# PARKAVENUEFASHIONWEEK.COM





# A SIGNATURE EVENT FOR FASHION LOVERS

his year marks the 9th Annual Park Avenue Fashion Week, and my second year as the coordinator. In 2014 I was given the fantastic opportunity to take on this amazing fashion event. The Shel Marks PR & Events team, along with Cox Media, have partnered to really propel what had been a neighborhood fashion show into a signature event attended by hundreds of fashion lovers.

Looking at the photo above, I feel proud and honored that our presenting sponsor, Harriett Lake, the Winter Park Chamber of Commerce and Dan Leaphart of Cox Media believed in me and my team. To them and all the local supporters who have stood behind us — we couldn't have done it without you.

To me, Park Avenue Fashion Week means showcasing not only fashion but also our amazing community. My goal is to create a destination event encouraging outsiders to come shop at our boutiques, eat at our restaurants, drink at our bars, stay at our hotels and enjoy the beauty of Winter Park.

For more information, visit parkavenuefashionweek.com. If you're seeing this publication in advance and would like to volunteer, email pafw@shelmarkspr.com or visit parkavenuefashionweek.com/volunteers.

It's my distinct pleasure to officially welcome you to Park Avenue Fashion Week 2015. I hope you enjoy the show!

Michelle Marks Shel Marks PR & Events Park Avenue Fashion Week Coordinator

# **PAFW** PRESENTED BY HARRIETT LAKE





#### **PRESENTING SPONSOR**

Harriett Lake

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WINTER PARK MEMORIAL HOSPITAL A Florida Hospital



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Lilly Rae Living Orlando • @LillyRaeLiving lillyraeliving.com Brand-new site launching in October!



# **VIP EXPERIENCE: (\$250-\$300)**

- Priority seating in rows 1-3
- 5 p.m. tent access for VIP reception day of the show
- Private VIP Lounge access at the Runway Show
- VIP Runway Show Official After-Party
- VIP gift bag

- Invitation to all official Park Avenue Fashion Week VIP parties
- Complimentary hors d' oeuvres from 4Rivers and The Coop
- Complimentary champagne, wine, beer and signature drink
- Invitation to all Park Avenue Fashion Week trunk shows, boutique events and parties

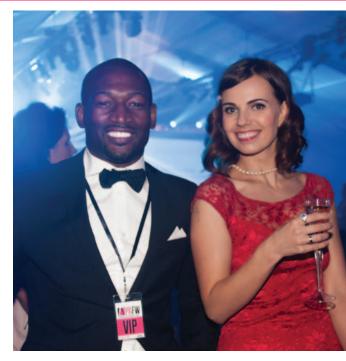
## **GENERAL ADMISSION: (\$55-\$70)**

Seating in rows 4-10

Invitation to all Park Avenue Fashion Week trunk shows, boutique events and parties

Note: This year, all seating at Park Avenue Fashion Week is assigned.

# Tickets available at parkavenuefashionweek.com



# RUNWAY SHOW PARTICIPANTS

SCOUT AND MOLLY'S 346 N. Park Ave. • 407-790-4916 parkave.scoutandmollys.com

**THE COLLECTION BRIDAL** 301 N. Park Ave. • 407-740-6003 *thecollectionbridal.com* 

#### **EILEEN FISHER**

112 N. Park Ave. • 407-628-9262 eileenfisher.com/eileenfisher.jsp

#### **FOREMA BOUTIQUE**

300 N. Park Ave. • 407-790-4987 shopforema.com

**RED CARPET COUTURE** 180 E. Morse Blvd. • 855-674-0412 *redcarpetcoutureandgems.com* 

JOHN CRAIG CLOTHIERS/CURRENT 132 S. Park Ave. • 407-629-7944 johncraigclothier.com

#### **LABELLA INTIMATES & BOUTIQUE**

510 S. Park Ave. • 407-790-7820 *labellaintimates.com* 

#### TUNI

301 S. Park Ave. • 407-790-7820 facebook.com/tunifashionwinterpark

#### GLORIOUS BEAUTIFUL HAIR SUPPLY & BOUTIQUE

228 N. Park Ave. • 407-450-8667 gloriousbeautifulhair.blogspot.com

# **PAFW** PRESENTED BY HARRIETT LAKE

#### SATURDAY, OCT. 10 Tuni Winter Park Meet Yoana Baraschi

Attention Yoana fans! Big news! Meet designer Yoana Baraschi at Tuni today. Yes, she's coming to Winter Park! Yoana's passion for hand-loomed textiles, quality of fabric and eye for design - a result of her excursions around the world - leave an unforgettable impression in your wardrobe. Yoana now has showrooms representing her collection in New York, Los Angeles, Dallas and Atlanta, and her clothes are sold by high-end retailers worldwide. Yoana Baraschi is an empowering designer brand created for women who do not want to be defined by their work or age, but who use clothes to tell the story of their individuality. During her 10 years in business, Yoana has continued to amass an impressive roster of young and stylish Hollywood fans: Halle Berry, Sienna Miller, Olivia Wilde, Blake Lively, Heidi Klum and Lauren Conrad, to name a few.

#### Eyes & Optics

**Tag Heuer Trunk Show** [11 a.m.-2 p.m. Join Eyes & Optics for an eyewear-fitting event featuring the complete collection by Tag Heuer. Our fitting specialists will be available to suggest the perfect frame and lenses for you. Enjoy complimentary appetizers and refreshments while you shop.

#### SUNDAY, OCT. 11 The Alfond Inn Courtyard Inaugural Kickoff Brunch | 11 a.m.-2 p.m.

Pop! Pour! Clink! This year the Park Avenue Fashion Week team will introduce the first-ever Kickoff Brunch. Enjoy the inaugural event in a lush oasis surrounded by Florida greenery and hardscape walkways. What's a brunch without mimosas and bloody marys? Sip a delicious beverage and pair it with a plateful of delectable cuisine. You won't want to miss this new and chic way to start off the most anticipated week in Central Florida. Make sure to wear your favorite hat from Harriett's warehouse sale, or your own fashion find. Ticket includes two drink vouchers, food and valet parking. Visit parkavenuefashionweek.com to purchase your ticket today!

#### Lululemon Athletica

#### Run Club | 6:30 a.m.

Every Sunday morning, we gather as a community and hit the pavement before the sun comes up for our complimentary run club. There are two mileage options. (Right now it's 3 and 5 miles, but will increase as the OUC Orlando Half Marathon gets closer.) There are also multiple groups from which to choose based on your pace. Our leaders, Jess, Erin and Kevin, will guide you along the routes. But if you get lost, don't worry you'll have the directions printed on a hand-held cheat

# **EVENTS**

sheet. Meet in front of the store at 200 N. Park Ave. around 6:20 a.m. to warm up. Check out the Facebook group, #runtheave, for more information.

#### Lululemon Athletica

#### In-Store Yoga 9-10 a.m.

On Sundays, join us in the store and on your mat for a complimentary yoga class. During this hour, studios of the month are highlighted so you can get to know all of the amazing yogis and yoginis in the community. We recommend bringing a mat and water bottle — but we have mats you can use if needed.

#### MONDAY, OCT. 12 Park Social

#### Fashion of Cocktails | 6-9 p.m.

Experience the 2nd Annual Fashion of Cocktails bartending competition at Winter Park's retro cocktail lounge, Park Social! This official Park Avenue Fashion Week event, produced by Shel Marks PR & Events in partnership with Infinium Spirits, brings together bartenders from various local venues to demonstrate their stylish mixology skills. Guests and judges get to vote on their favorite cocktail, and the winning bartender will receive a grand prize. The event starts at 6 p.m., competition starts at 7 p.m. and a winner will be announced by 9 p.m. Dress in your favorite Park Avenue style! VIP tickets to the runway show already include entry to this event. Visit parkavenuefashionweek.com to purchase your ticket today!

#### Tuni Winter Park Meet Sam Spade

Meet designer Sam Spade at Tuni! Sam, a Winter Park-based designer, attended Full Sail University and is the founder and owner of Badspade Eyewear. "Hodiernum Vive Diem" (live for today) is inscribed inside each pair of bamboo-based Badspade shades. As a Badspade sporter, you can truly "live for today" when wearing an eco-friendly, designer set of sunnies. The line boast a variety of sizes, shapes and color shades — and when that Sunday Funday cocktail takes over, the waves won't. Never lose your shades in the waves — they float! Ladies, keep in mind that each Tuni-featured "Designer of the Day" will be available to view all week long.

#### Tuni Winter Park

#### **Cimber Jewelry**

Kelly Cimber, a lifelong artist, founded her eponymous jewelry line by combining her interest in natural earth elements and her background in metal smithing. Each one-of-a-kind piece is handcrafted and selected using the naturally found, raw form of each rock or stone. Ladies, keep in mind that each Tuni-featured "Designer of the Day" will be available to view all week long.



#### Glorious Beautiful Hair Supply & Boutique Showroom Caring Hair Collection | 1-4 p.m.

In partnership with Base Camp Children's Cancer Foundation, Winter Park, we're showcasing our first Caring Hair collection for children and women. Every-

Foundation, Winter Park, we're showcasing our first Caring Hair collection for children and women. Everyone is welcome. For more information, visit masterbraids@gmail.com.

#### TUESDAY. OCT. 13 Tuni Winter Park

#### Karen Walker Sunglasses

If you don't know who Karen Walker is, we highly suggest you make it to Tuni to view her stellar sunglasses. Karen Walker is currently dominating the eyewear industry by steady rockin' the recurring theme of juxtaposition of opposites: masculine-femme, tailoredstreet, luxury-but-not, and darkly-adorbs! Throw on a pair of Karen's utility chic sunnies and go on with your bad self! Celebs participating in Karen's shady behavior include Scarlett Johansson, Rihanna, Beyoncé, Carey Mulligan and Charlize Theron. Ladies, keep in mind that each Tuni-featured "Designer of the Day" will be available to view all week long.

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#### WEDNESDAY, OCT. 14

#### LaBella Intimates & Boutique Bras for a Cause

Donate your old bras and receive complimentary bra fittings and 20 percent off your new bras.

#### Alex and Ani Charmed by Charity | 6-8 p.m.

Shop, support, shine! Join us as we host "Charmed by Charity," an event to benefit Winter Park Memorial Hospital's Pink Out! There'll be complimentary refreshments, appetizers and door prizes. Plus, 15 percent of all proceeds will be donated to the hospital. RSVP to rsvp@alexandani.com.

#### The Bar Method

#### Mini-Class with a Sassy Pants Trunk Show | 5-8 p.m.

Join us for an evening of fitness and fashion. There'll be a Sassy Pants Trunk Show featuring the most fashionable exercise clothing on the market! Don't forget to bring a friend and meet the Park Avenue Fashion Week Brand Ambassadors. Enjoy a complimentary mini-class (30 minutes) at 6 p.m. Please bring socks. Healthy lite bites will be served alongside a juice- and H20-infusion bar. Class size is limited, so you must RSVP to karen@barmethod.com.

#### LaBella Intimates & Boutique Sophisticated Peacock Trunk Show

Come meet local Winter Park designer Diane Meltz and preview her blouse line.

#### Tuni Winter Park Diane von Furstenberg

DVF is, and will always be, the "It Girl." She paved the way back in 1970 for women eager to join the workforce without the dowdy pant suits. DVF created the iconic "wrap dress," which was respected and very well accepted with power women everywhere. A cultural phenomenon, the wrap dress is symbolic; simplistic in design yet synonymous with embracing the female form and celebrating its beauty. Although she started designing "back in the day," DVF remains the go-to designer and is still steaming through the fashion industry. New

designers are replicating her look today. Ladies, keep in mind that each Tuni-featured "Designer of the Day" will be available to view all week long.

#### Tuni Winter Park Alice McCALL

Alice McCALL is an eclectic brand with a playful sensibility. Using unique detailing and charming craftsmanship, McCALL creates charismatic, modern keepsake collections. She started as a stylist in London, where she began designing and selling one-off silk pieces at markets. Her fan base quickly expanded. Celebs that covet McCALL include Kylie Jenner, Iggy Azalea, Isabelle Cornish and Sarah Ellen. Ladies, keep in mind that each Tuni-featured "Designer of the Day" will be available to view all week long.

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#### **Sugar Shoe Lounge**

#### The Art of Footwear | 5-8 p.m.

Sugar Shoe Lounge, the go-to boutique for Winter Park fashionistas, offers exclusive, private-label shoes, handbags and other accessories for ladies who want to set themselves apart at any event. Join us and experience our collaboration with SEE Eyewear in a fashion showcase that features the latest fall accessories. Enjoy 10 percent off your purchase and raffle prizes, including custom Sugar Shoe Lounge T-shirts and official Park Avenue Fashion Week posters signed by artist Derek Gores (presented by Snap! Orlando). There'll be live music, lite bites and drinks served.

#### THURSDAY, OCT. 15 Tuni Winter Park

#### Virgins, Saints & Angels (VSA)

VSA is a fashionista's favorite across the globe. These collectible pieces are timeless and on-trend. If you're looking for a key piece that goes with everything, VSA is your jam! Designer Cheryl Finnegan has recently curated new collections to add to her hit list. Symbolic of the 12 saints, each piece has a special meaning. Ladies, keep in mind that each Tuni-featured "Designer of the Day" will be available to view all week long.

#### Luma on Park

Luma Fashion Fete | 8:30 p.m.

Enjoy an exclusive experience showcasing fall fashion trends, brand activations, live entertainment and runway presentations as well as food and custom cocktails. Tickets are available at lumafashionfete.com.

#### Eileen Fisher

#### Party and Sale | 6-8 p.m.

You're invited! In honor of EILEEN FISHER's return to the Park Avenue Fashion Week Runway Show, we're having a party. We'll have style experts on hand to help you plan your entire fall wardrobe. And in case you miss the Runway Show, we'll have the same models showcasing our best looks of the season. Sparkling wine and lite bites will be served. Get \$25 off all purchases of \$50 or more — and 10 percent of the event's proceeds will benefit Pink Out.

#### Scout and Molly's

**Blouses, Blushes and Bubbles** | *5-8 p.m.* Fashionistas will gather at Scout & Molly's of Park Avenue for an evening of shopping specials, bubbly and makeup tips and tricks before we take the runway on Saturday! Check in on Instagram or Facebook, show the screen to one of our sales associates and instantly pick a winning card from our basket. You're guaranteed a gift card valued from \$5 to \$50. Cards are good until Oct. 31.

#### John Craig and Current

**Cocktail Party** [ 6-8 p.m. Join us for a Cocktail Party at John Craig and Current. A \$10 donation at the door goes toward "Making the Difference," a charitable organization that bridges the gap between the community and organizations that need volunteers. Beer, wine and hors d'oeurves will be served.

#### Glorious Beautiful Hair Supply & Boutique Showroom

**Caring Hair Collection** | *1-4 p.m.* In partnership with Base Camp Children's Cancer Foundation, Winter Park, we're showcasing our first Caring Hair collection for children and women. Everyone is welcome. For more information, visit masterbraids@gmail.com.

#### FRIDAY, OCT. 16 Tuni Winter Park

#### **Rebecca Taylor**

Rebecca Taylor is feminine, refined and modern. Artistically driven yet sophisticated, Rebecca's line incorporates playful prints, dynamic textures, form-flattering silhouettes and detail-oriented embroidery. Rebecca Taylor is a staple that you'll will never give up. The brand has garnered a dedicated following of chic celebrities, including Reese Witherspoon, Rashida Jones, Camilla Belle, Emmy Rossum and Kate Middleton It has been featured in *Vogue, Harper's Bazaar, Elle, Glamour* and *W.* Ladies, keep in mind that each Tuni-featured "Designer of the Day" will be available to view all week long.

#### **Red Carpet Couture and Gems**

A Taste of Couture | 2-6 p.m.

Red Carpet Couture and Gems will be offering hors d'oeuvres and cocktails and holding an in-store sale offering up to 70 percent off.

#### SATURDAY, OCT. 17

Tuni Winter Park

#### Black Halo

Black Halo is for the sexy and sophisticated. The wildly popular brand made a name for itself with designer Laurel Berman's "Jackie-O" dress, which has dramatically transformed the way women dress with the simplicity of a single piece. Laurel incorporates flawless construction, impeccable tailoring and an aesthetic that both references and reinvents classic glamour. Perfect for the runway! Ladies, keep in mind each Tuni-featured "Designer of the Day" will be available to view all week long.

#### Central Park's West Meadow

#### **Runway Show**

See details in the box on page 9.

#### **Official VIP After-Party**

Jewels by Peter B [10:30 p.m.-midnight VIP ticket holders can expect lite bites, complimentary beer and bubbles and a live DJ.







## **RUNWAY SHOW**

#### **Central Park's West Meadow**

VIP Early Entry at 5 p.m.; General Admission Entry at 6 p.m.; Show Begins at 7 p.m. • All seating is assigned.

Park Avenue Fashion week is the last stop for Central Florida's event circuit, providing an unparalleled series of annual fashion events including the renowned Runway Show in Central Park's West Meadow along Park Avenue. The park is completely transformed with a 20,000-square-foot, air-conditioned tent, full runway and lounge area for VIP guests. Modeled after New York Fashion Week's Bryant Park, Park Avenue Fashion Week always hosts the region's most influential socialites and trendsetters. And this year's show will be an incredible experience you won't want to miss.

■ Interactive Red Carpet. This "who are you wearing" feature encourages attendees to purchase their outfits from Winter Park boutiques.

**Emerging Designer Award.** The winner will be chosen and announced live on stage.

**Check Presentation.** Michelle Marks, Park Avenue Fashion Week coordinator, will present Pink Out!, the event's charity partner, with a check on the runway.

**GET YOUR TICKETS AT PARKAVENUEFASHIONWEEK.COM** 



## THE 9TH ANNUAL PARK AVENUE FASHION WEEK October 11 - 17th, 2015

# WORK OF ART

#### YOU CAN TAKE HOME AN OFFICIAL POSTER AS A FASHION WEEK SOUVENIR.

rtist Derek Gores, presented by Snap! Orlando, says he likes his pictures "to barely come together with teasing details." His use of recycled items such as magazines, data and digital materials to create collages results in truly distinctive and dynamic work.

The New York native takes his viewers on a journey, allowing their minds to roam freely. "I create depending on elements such as randomness, and what may be considered conflicting styles in order to form wholeness," says Gores, who lives in Melbourne.

For the first time ever, Park Avenue Fashion Week is offering an official poster, created by Gores specifically for this event. Posters are available for purchase. The original artwork from which the poster was made will also be available for purchase. You'll be able to view it the evening of the Runway Show.

During the show, Gores will be working on a new original piece based on Fashion Week images and themes. You can watch it take shape — and even help determine what it includes.

Just visit the Snap! Orlando exhibitor space, where Gores will be busily creating, and contribute items you believe represent the event. Once the new work is complete, it will also be available for purchase.

"We are honored and excited to have Derek on board," says Michelle Marks of Shel Marks PR & Events. "His artistic style will merge perfectly with the celebration of creativity exhibited throughout the week."

Preorder your posters today at parkavenuefashionweek.com. All pre-ordered posters will be signed by Gores. **PAFW** 



Gores is shown with one of his creations.



Those pink flamingos are everywhere during Pink Out, and each of them bears the name of someone impacted by breast cancer.

# FASHION WEEK GOES

he City of Winter Park has gone pink during September and October. Using a distinctly Florida theme in bolstering breast cancer awareness, Pink Out Winter Park seeks to educate the community about the importance of breast health and promote the prevention of breast cancer for future generations.

MAMMOGRAPHY SCHOLARSHIP FUND.

This year, Park Avenue Fashion Week has announced that Pink Out Winter Park will be its charitable partner. Pink Out raises funds for the Winter Park Memorial Hospital Mammography Scholarship Fund, which is available for women who can't otherwise afford a screening.

Since 2011, 180 women have received mammograms through the fund. Six were diagnosed with breast cancer and went on to receive treatment.

In addition to receiving a portion of ticket sales for the Runway Show, Pink Out is also funded by the sale of pink flamingos for \$10. You can place a flamingo in your yard, or add another to the growing flock on Park Avenue and throughout Winter Park. Each funky plastic bird wears a name tag with a survivor or loved one impacted by breast cancer.

Those ubiquitous flamingos will also play a role at Fashion Week. On the day of the Runway Show, guests will be able to "grow the flock" before entering the tent by making a flamingo purchase. Organizers encourage guests to bring something distinctive to make their flamingo stand out.

If you want to buy a flamingo even sooner, they're available now at the following locations: Crosby YMCA Wellness Center, FRi Diagnostic Imaging Oviedo, Florida Hospital for Women in Winter Park, Lilly Pulitzer, Miller's Hardware, The Doggie Door, Tuni, Walk on Water, Winter Park Chamber of Commerce, Winter Park Public Library and the Winter Park YMCA.

In addition to patronizing Park Avenue Fashion Week and buying a flamingo, you can contribute to the fund by creating or supporting a "Fund a Flock" page. On your page, you can share your story, honor a loved one or promote breast-health awareness to friends and family.

Reach your \$500 goal and 50 flamingos will be flocked in your honor along with a special recognition sign.

An array of local businesses — including retailers and restaurateurs — have also become Pink Out partners. They're showing their support in a variety of ways, including turning their store windows pink, providing educational materials, hosting seminars or donating proceeds from select items.

Merchant partners include Belicoso Cigars and Café, BurgerFi, Charyli, Cottonways, Eileen Fisher, Hutton, J. Jill, J. McLaughlin, John Craig Clothier, Lilly Pulitzer, Nothing Bundt Cakes, Peterbrooke Chocolate, Small Business Counsel, Synergy, Ten Thousand Villages, The Ancient Olive, The Bar Method, Through the Looking Glass, Toasted, Tugboat and the Bird, and Tuni.

For women over 40, according to the American Cancer Society, a yearly mammogram is the most effective method for detecting breast cancer early, when it's most treatable and beatable. Early diagnosis significantly increases the survival rate.

Florida Hospital for Women at Winter Park Memorial Hospital and FRi Diagnostic Imaging Oviedo both offer mammograms, with next-day availability and evening hours.

Could you benefit from the Winter Park Memorial Hospital Mammography Scholarship Fund? Get an application by calling 407-646-7798 or email fundcoordinator@flhosp.org. **PAFW** 





# Join the Flock Support Pink Out Winter Park.

Benefiting the Winter Park Memorial Hospital Mammography Scholarship Fund

Pink Out Winter Park was created to increase breast-health awareness, encourage women to get regular mammograms and provide financial support to women who cannot afford an annual mammogram.

Pink Out Winter Park is excited to be the charitable partner of Park Avenue Fashion Week. Visit **PinkOutWinterPark.com** to learn more about getting involved.





The skill to heal. The spirit to care.®

#### OFFICIAL PARTNER OF PARK AVENUE FASHION WEEK

Thank You, Winter Park!

"I'm a shopper without any resistance!" Harriett Lake, proud 7th-year presenting sponsor of PAFW

parkavenuefashionweek.com