



# FASHION WEEK EL PASEO

PRESENTED BY  
AGUA CALIENTE CASINOS

March 15–21, 2024

2024 PARTNER SUMMARY



## EVENT HIGHLIGHTS

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The largest consumer fashion show on the west coast, this **17th annual event** was held on El Paseo in Palm Desert, California.

EVENTS



34

TICKETED OR FREE EVENTS INCLUDING:

- 8 Runway Shows
- 8 Pre-Show Receptions
- 12 Trunk Shows/Pop-up Shops
- 5 Meet the Designers
- 1 Student Night

RETAILERS



143

IN-STORE EVENTS PRODUCED BY 33 EL PASEO RETAILERS

- |                           |                              |
|---------------------------|------------------------------|
| • 120% Lino               | • Gail Jewelers              |
| • Anthropologie           | • Grayse                     |
| • Art Space 349           | • House of Lolo              |
| • Beach Bunny             | • Insanity                   |
| • Bottega Veneta          | • J. McLaughlin              |
| • Chico's                 | • Lilly Pulitzer             |
| • Chrissy's on El Paseo   | • Lolo Interiors             |
| • Coco Rose               | • Mastro's Steakhouse        |
| • Coda Gallery            | • Porta Via                  |
| • Connie Roberson         | • Skinceuticals Skinlab by   |
| • Dawson Cole Fine Art    | • Cosmetic Surgery Institute |
| • Divine Sound            | • That Gallery               |
| • Dominique Cohen         | • The Body Deli              |
| • Dragonette Limited      | • The Upper Crust            |
| • ECO-Diamonds            | • Tommy Bahama               |
| • Fig + Nash              | • Van Zaig Gallery           |
| • Frizzante Fine Jewelers | • White House Black Market   |

ATTENDANCE



7,470

PEOPLE ATTENDED FASHION WEEK EL PASEO INCLUDING:

- 6,430 Ticket Holders
- 200 Volunteers
- 250 Staff
- 150 Sponsors and Partners
- 173 Models
- 220 Student Guests
- 47 Designers

CHARITIES



\$54,413

CUMULATIVELY RAISED FOR CHARITIES INCLUDING:

- AAP Food Samaritans
- Bighorn BAM
- DAP Health
- GirlFriend Factor
- Mizell Center
- Oak Grove Sanctuary Palm Springs
- Safehouse of the Desert

“Easy reservations and parking, kind staff, great stage, music, models and fashion.”

– *Karen (Laguna Niguel, California)*

“Great show, beautiful fashions. Nice to have a glass of wine before the show at the bistro tables outside.”

– *Kim (Salem, Oregon)*

“Great people, fabulous fashion, and the ambiance was spectacular.”

– *Candice (Los Angeles, California)*

“As much fun as the show is, seeing what all the guests are wearing - so lovely to go to an event where everyone dresses up.”

– *Kathy (Edmonton, Alberta, Canada)*

“Cynthia Rowley was excellent. Her show was excellent even recognizing the back stage team at the end was wonderful. ”

– *Gail (Palm Springs, California)*

“It was very exciting. We arrived to a warm welcome as we entered. The charging bartender was eager to prepare a unique and refreshing cocktail. Our seats were perfect. An excellent view of each model as they showcased the collection.

The evening ended with an appearance of the designer Leon himself. Bravo to a show well done.

See you all next year.”

– *Alfredo (Palm Springs, California)*

“Love all the young ideas from students.

This year was one of the very best.

Lots of wearable outfits.”

– *Leslie (Palm Desert, California)*

“I have now attended two years in a row. It has become a ‘must do’ event for me.

Not only will I recommend attending, I will bring different guests.”

– *Karen (Winnipeg, Manitoba, Canada)*

“Cynthia Rowley’s fashion show was delightful and fun.”

– *Katherine (Palm Springs, California)*

“The Saks Fifth Avenue fashion show was fun, lively and very professional. The clothes and models were lovely. We really enjoyed the event and will attend next year.”

– *Amy (Rancho Mirage, California)*

“Loved the Wednesday night student designs - very original, creative and out of the box.”

– *Susie (Laguna Hills, California)*

“My fashionista friends love to come to the desert for this event.”

– *Doris (Coachella Valley, California)*

“I love, love, love Fashion Week. I am very interested in its success and what it brings to our community.”

– *Anonymous (Coachella Valley, California)*

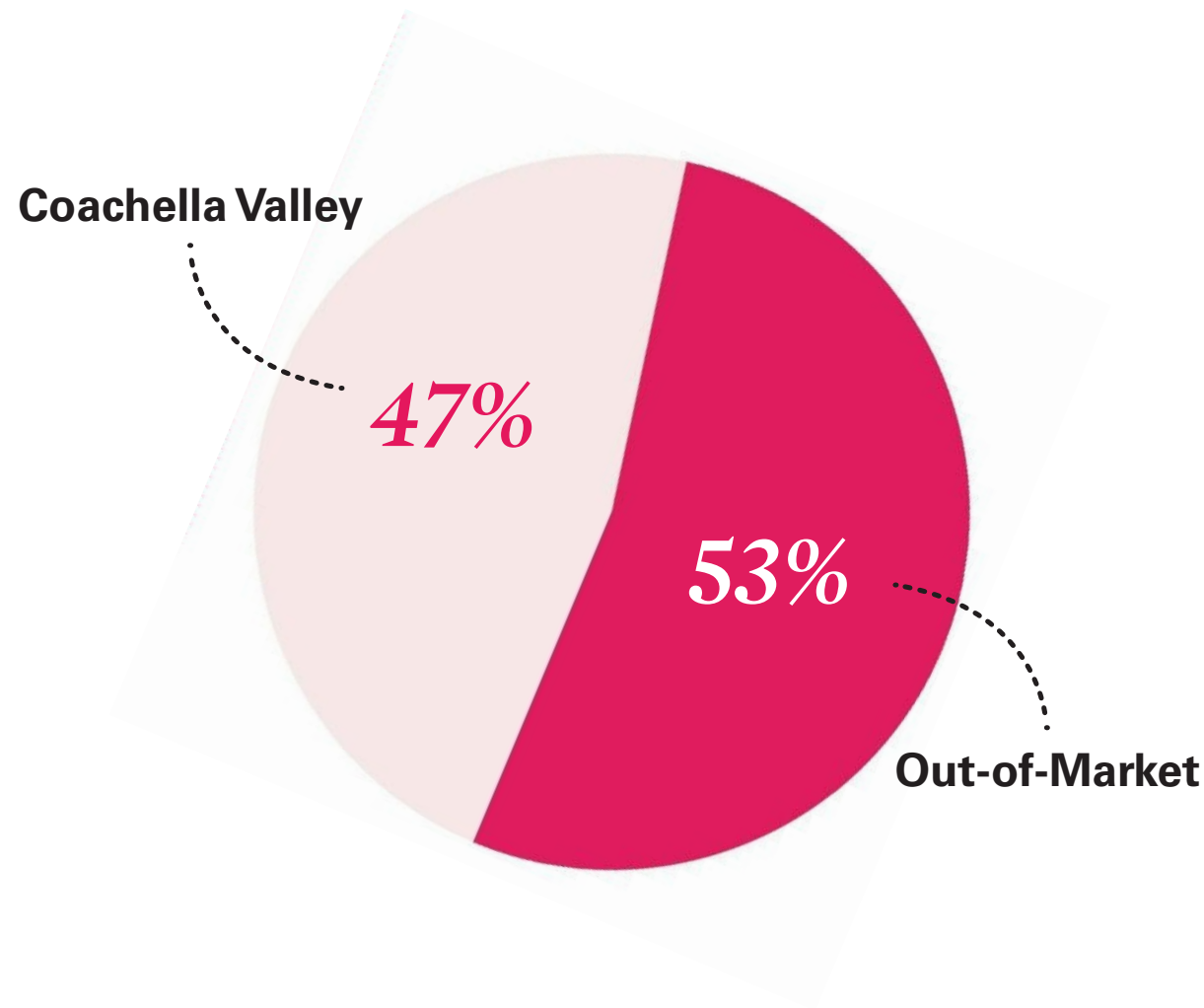
A close-up, profile view of a woman with dark hair pulled back. She is wearing a light-colored, high-necked dress covered in intricate beading and sequins. She has a large, two-tiered diamond earring and a matching wide, multi-strand diamond bracelet on her left wrist. Her hand is raised near her face. The background is dark, and the lighting highlights the textures of her dress and jewelry.

ATTENDANCE +  
GEOGRAPHIC COMPOSITION

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# GEOGRAPHIC COMPOSITION



## ATTENDEES FROM MANY STATES, INCLUDING:

- Alabama
- California
- Colorado
- Connecticut
- Florida
- Hawaii
- Idaho
- Illinois
- Michigan
- Minnesota
- Nevada
- New Mexico
- New York
- North Carolina
- Oregon
- Texas
- Utah
- Washington
- Wisconsin

### CALIFORNIA (TOP 4 REGIONS)

Greater Los Angeles	10%
Northern California	7%
Orange County	6%
San Diego County	2%

### OUTSIDE CALIFORNIA

West (excluding California)	13%
Other	5%
Midwest	4%
South	4%
Northeast	2%

# 35%

OF 2024 ATTENDEES  
CAME TO THE AREA  
SPECIFICALLY FOR  
FASHION WEEK EL PASEO

# DEMOGRAPHICS

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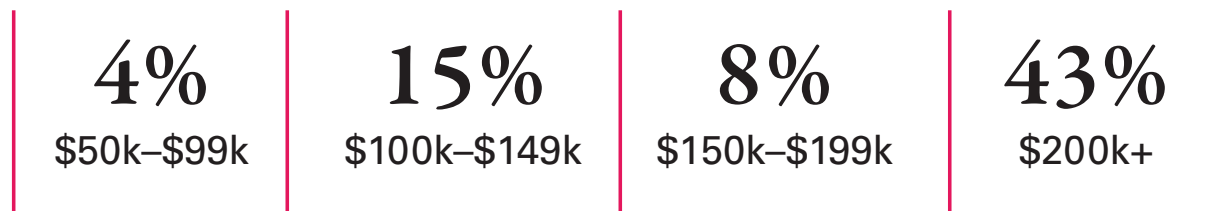




AGE



HOUSEHOLD INCOME\*



*\*30% chose not to respond*



## ECONOMIC IMPACT

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Source: Modernism Week 2024 Economic Impact (\$523 per person) – Average FWEP ticket transaction per customer was \$365.53



# MEDIA + MARKETING PROMOTIONAL VALUE

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MEDIA + MARKETING PROMOTIONAL VALUE

Fashion Week El Paseo’s 2024 media and marketing coverage total value of **\$1,464,265** resulted in **17,532,662** impressions to expose and brand El Paseo as a premier Southern California shopping destination.

PRINT ADVERTISING VALUE  
(169,032 TOTAL READERSHIP)

**\$156,211**

PRINTED COLLATERAL  
+ DISTRIBUTION VALUE  
(87,462 UNITS PRINTED)

**\$107,658**

SOCIAL MEDIA VALUE  
(1,825,317 VIEWS / IMPRESSIONS)

**\$317,108**

DIGITAL ADVERTISING VALUE  
(730,016 BANNER IMPRESSIONS /  
1,702,162 NEWSLETTER IMPRESSIONS)

**\$319,432**

TELEVISION ADVERTISING VALUE  
(563 SPOTS / 162,561 AUDIENCE EXPOSURE)

**\$28,150**

RADIO ADVERTISING VALUE  
(450 SPOTS / 730,000 AUDIENCE EXPOSURE)

**\$22,500**

DIGITAL BILLBOARD VALUE  
(6,700,000 IMPRESSIONS)

**\$171,000**

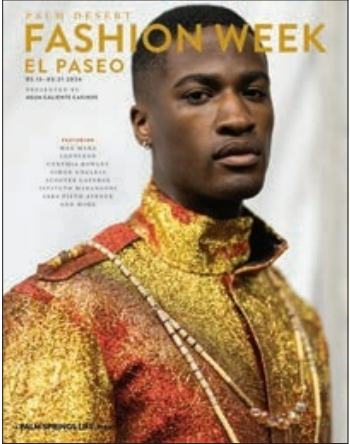
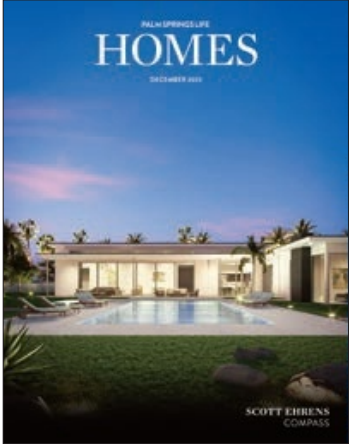
EDITORIAL AND PUBLIC RELATIONS VALUE  
(5,426,112 TOTAL IMPRESSIONS  
ACROSS ALL CHANNELS)

**\$342,206**



PRINT ADVERTISING VALUE  
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**\$156,211**

*PALM SPRINGS LIFE*  
 PALM SPRINGS LIFE ANNUAL EDITION  
 PALM SPRINGS LIFE HOMES  
 HOME+DESIGN  
 EL PASEO CATALOGUE  
 FASHION WEEK EL PASEO PROGRAM

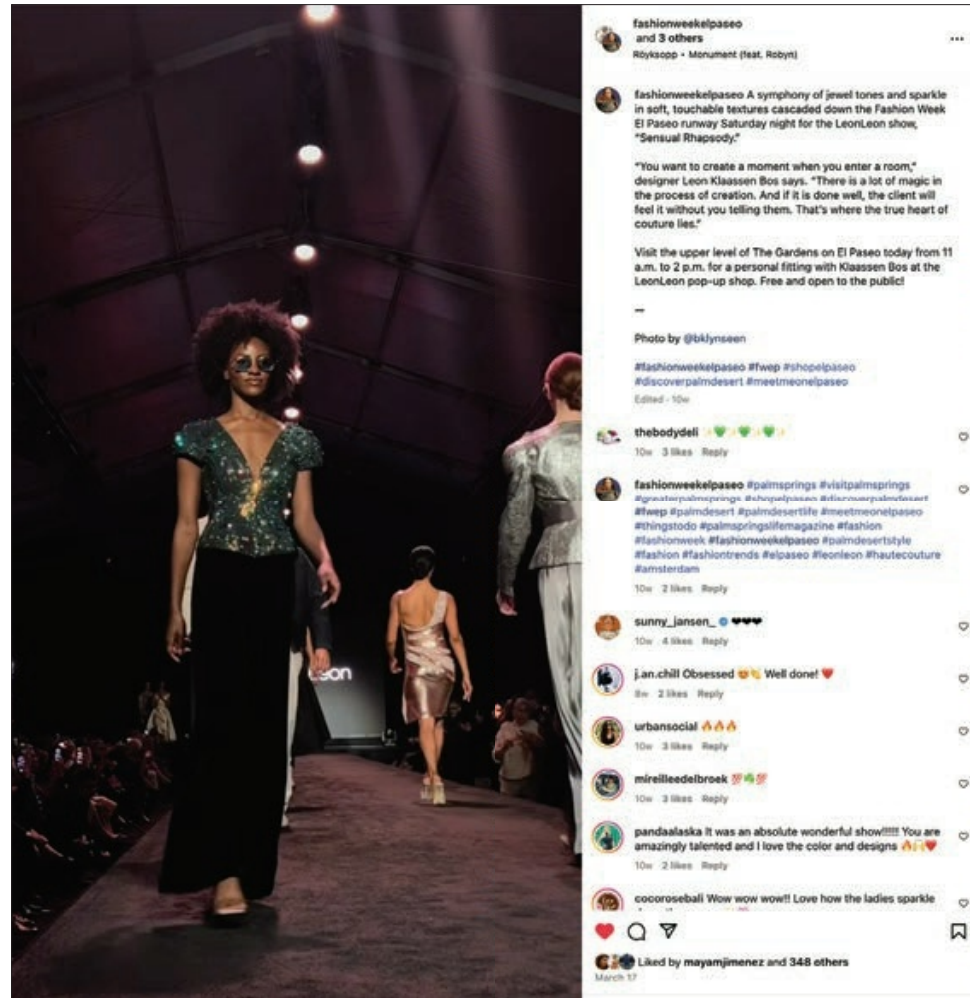




PRINTED COLLATERAL VALUE  
(87,462 UNITS PRINTED)  
**\$107,658**

- POSTERS
- RACKCARDS
- POSTCARDS
- STREET SIGNS
- NIGHTLY PROGRAMS
- EL PASEO MERCHANT KITS
- SCHEDULE OF EVENTS BOOKLET
- DIVA GUIDE

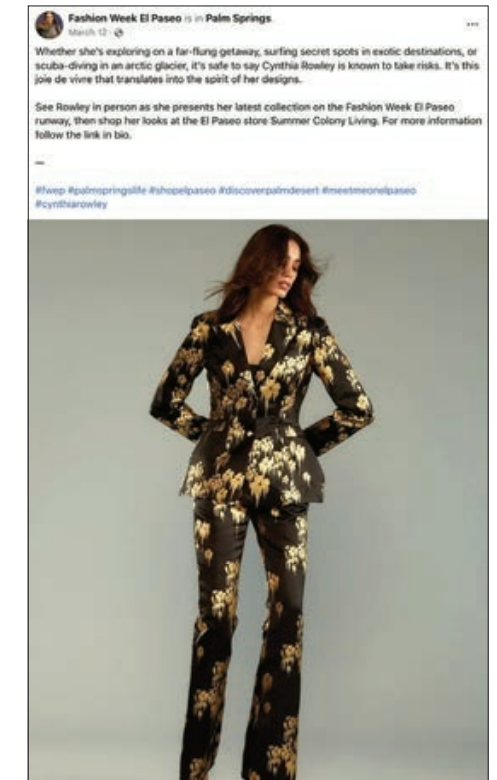




SOCIAL MEDIA VALUE  
(1,825,317 VIEWS /  
IMPRESSIONS)

**\$317,108**

FACEBOOK, X, AND  
INSTAGRAM





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**FASHION WEEK EL PASEO**  
PRESENTED BY AGUA CALIENTE CASINOS



**FASHION WEEK EL PASEO**  
PRESENTED BY AGUA CALIENTE CASINOS  
March 15-21, 2024

**EMPOWERING CREATIVITY AND INNOVATION**

Taking place from March 15-21, 2024, Fashion Week El Paseo presented by Agua Caliente Casinos is a seven-day celebration of creativity and innovation, bringing together fashion, culture, and art. Produced by *Palm Springs Life*, the event is a curation of excellence that empowers growth, showcasing exceptional design talent from internationally known as well as emerging designers

Designers and schedule to be announced

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March 15-21, 2024

**EMPOWERING CREATIVITY AND INNOVATION**

[BUY TICKETS](#)

DESIGNER: STEVEN SWEET RUTH

**FASHION WEEK EL PASEO**  
PRESENTED BY AGUA CALIENTE CASINOS  
March 15-21, 2024

**BRINGING TOGETHER FASHION, CULTURE, AND ART**

[BUY TICKETS](#)

DESIGNER: LEON KLASSEN BOS FOR LEON LEON

**FASHION WEEK EL PASEO**  
PRESENTED BY AGUA CALIENTE CASINOS  
INNOVATION. INSPIRATION. CREATIVITY.

March 15-21, 2024

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**FASHION WEEK EL PASEO**  
PRESENTED BY AGUA CALIENTE CASINOS  
SHOWCASING NEW AND EMERGING DESIGNERS

March 15-21, 2024

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**FASHION WEEK EL PASEO**  
PRESENTED BY AGUA CALIENTE CASINOS  
INDULGE YOUR INNER FASHIONISTA

March 15-21, 2024

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**FASHION WEEK EL PASEO**  
PRESENTED BY AGUA CALIENTE CASINOS  
FASHION DESIGNED TO INSPIRE

March 15-21, 2024

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PHOTO COURTESY OF LEONLEON

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**FASHION WEEK EL PASEO**  
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**FASHION WEEK EL PASEO**  
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March 15-21, 2024

**SATURDAY, MARCH 16, 2024**  
**LeonLeon presents Sensual Rhapsody**  
*Benefiting Mizell Center*

**COCKTAIL RECEPTION: 7 PM**  
**FASHION SHOW: 8 PM**

Presented by Amsterdam's couture designer, Leon Klaassen Bos. LeonLeon uses the magic of haute couture to create innovative and sculptural designs molded to compliment the male and female bodies.

[BUY TICKETS](#)

**LeonLeon Pop-Up Shop**  
SUNDAY, MARCH 17, 2024  
11 am-2 pm

LeonLeon presents their collections to peruse and purchase. Visit for a personal consultation. Free and open to the general public. Located at the Fashion Week El Paseo Reception Tent.

Follow [@fashionweekelpaseo](#) for news and announcements

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DIGITAL ADVERTISING VALUE  
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**\$319,432**

# TELEVISION, RADIO, & DIGITAL BILLBOARD ADVERTISING

TELEVISION ADVERTISING VALUE  
(563 SPOTS / 162,561 AUDIENCE EXPOSURE)

**\$28,150**



DIGITAL BILLBOARD VALUE  
(6,700,000 IMPRESSIONS)

**\$171,000**



RADIO ADVERTISING VALUE  
(450 SPOTS /  
730,000 AUDIENCE EXPOSURE)

**\$22,500**

**LOS ANGELES:**

*(10 billboards daily, rotating within a 16 billboard system)*

1. I-60 & 57
2. I-10 & 605
3. I-10 & Convention Center Way
4. Sunset Blvd next to Roxy Theatre
5. Santa Monica Blvd & La Brea
6. 170 & Hollywood Blvd
7. I-5 & 710
8. 605 & Los Angeles Street
9. 210 & S. Azusa Ave
10. I-60 & Fairway Drive
11. I-15 & 210
12. I-10 & Cherry Ave
13. I-15 & Milliken
14. I-5 & Scout Ave
15. 91 & Palisades Drive
16. 91 & Paseo Grande

**SAN DIEGO:**

*(10 billboards daily, rotating within a 14 billboard system)*

1. I-8 & 95
2. I-8 & 1st Ave
3. I-15 & 52
4. I-5 & 52
5. I-15 & Miramar Road
6. I-5 & Sorrento
7. I-8 & Waring Road
8. I-8 & 805
9. I-5 & Garnett
10. 52 & Mission Gorge
11. 125 & Lake Murray
12. 125 & University Ave
13. I-15 & Adams
14. 163 & Friars

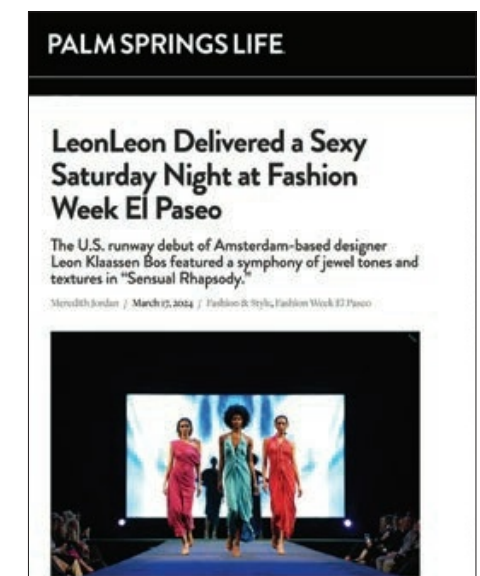
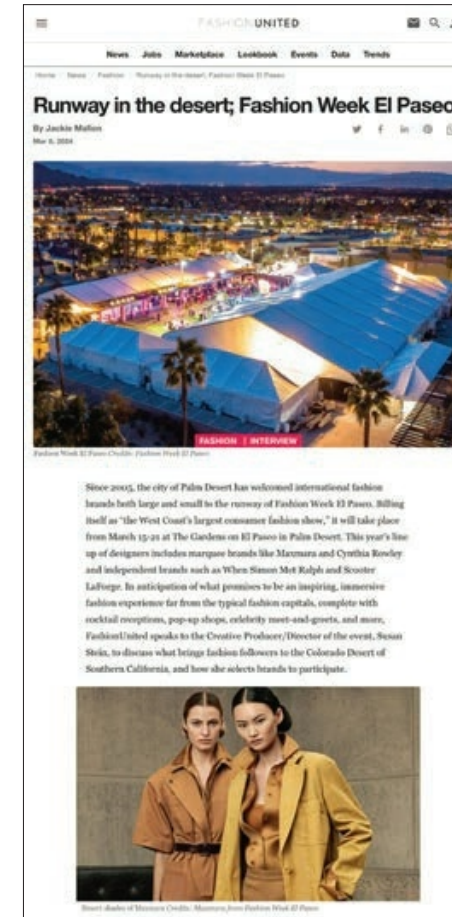
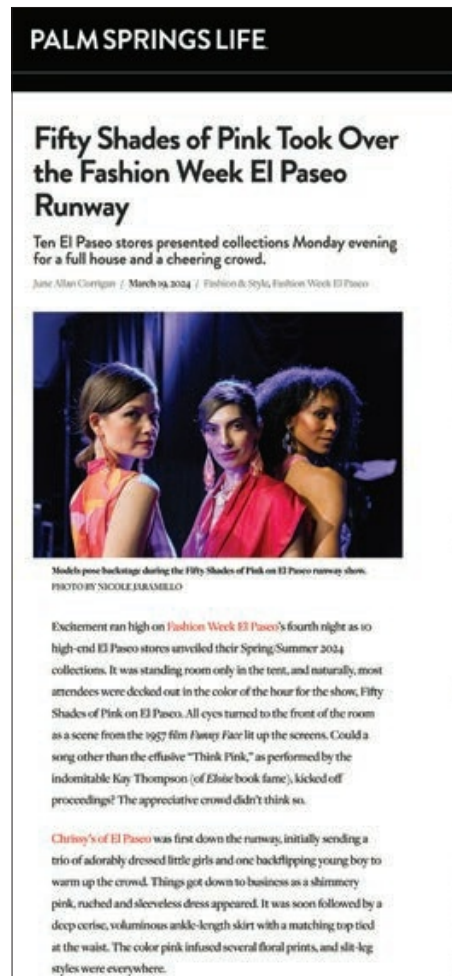
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DESERT SUN  
LOCALE  
PALM SPRINGS LIFE  
THE GUIDE  
PALMSPRINGSLIFE.COM

PR ACTIVATIONS:

Media Marketplace at IPW San Antonio  
Society of American Travel Writers  
International Media Marketplace NYC  
Visit California  
Chicago Media Reception  
Visit California  
Dallas Media Reception  
Greater Palm Springs Foodie FAM

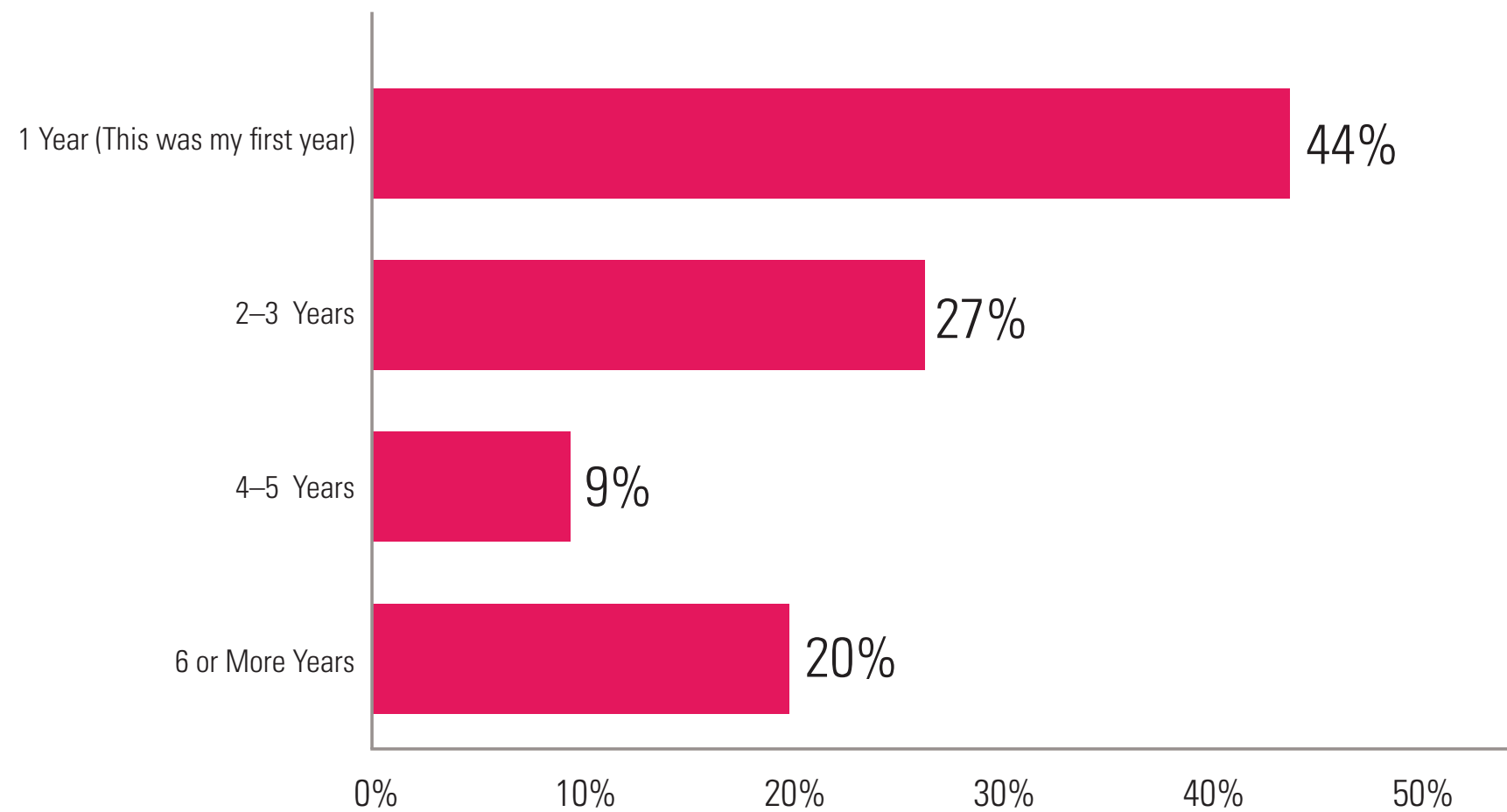


# SURVEY RESULTS

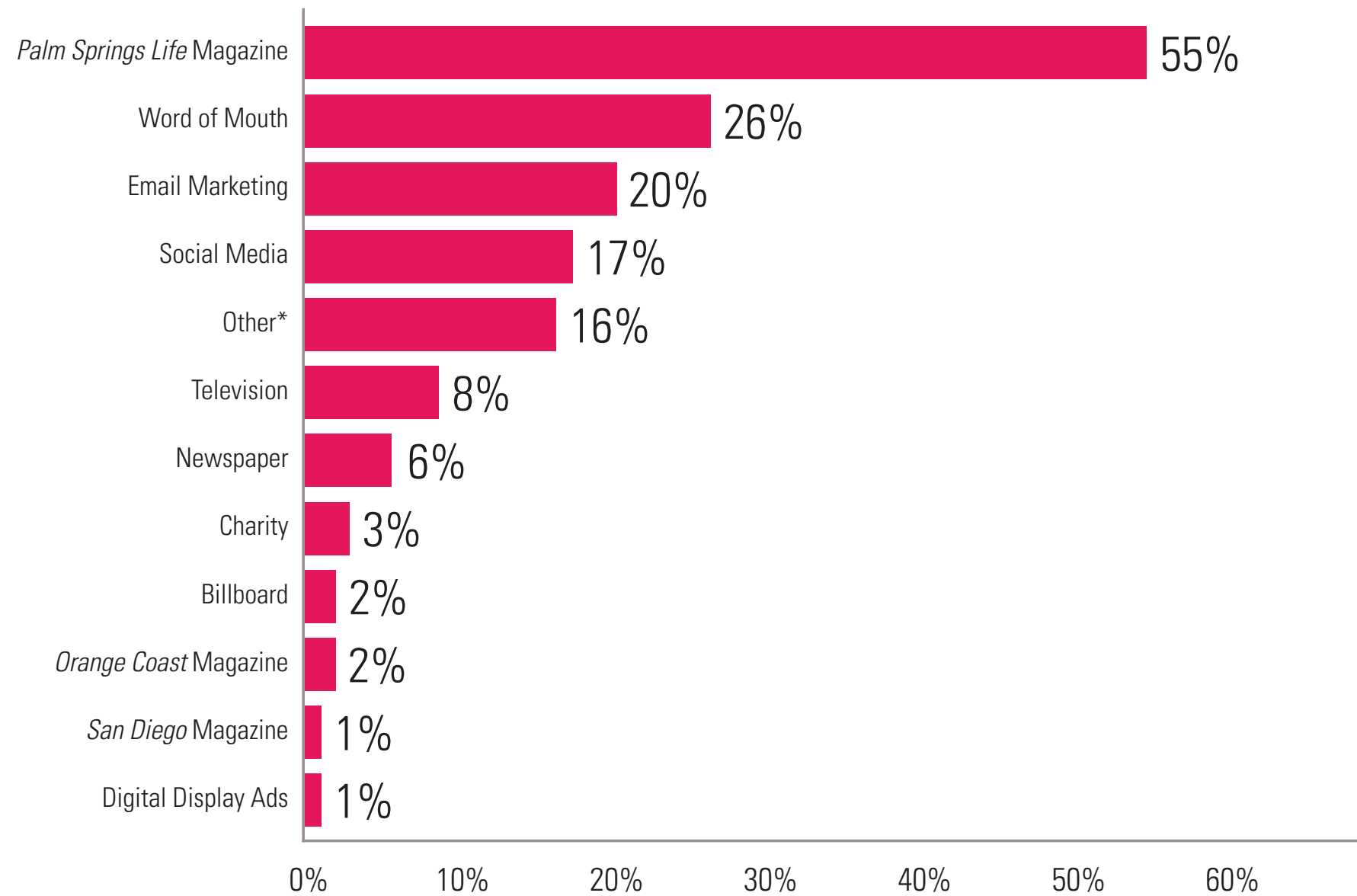
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How many years have you attended Fashion Week El Paseo?

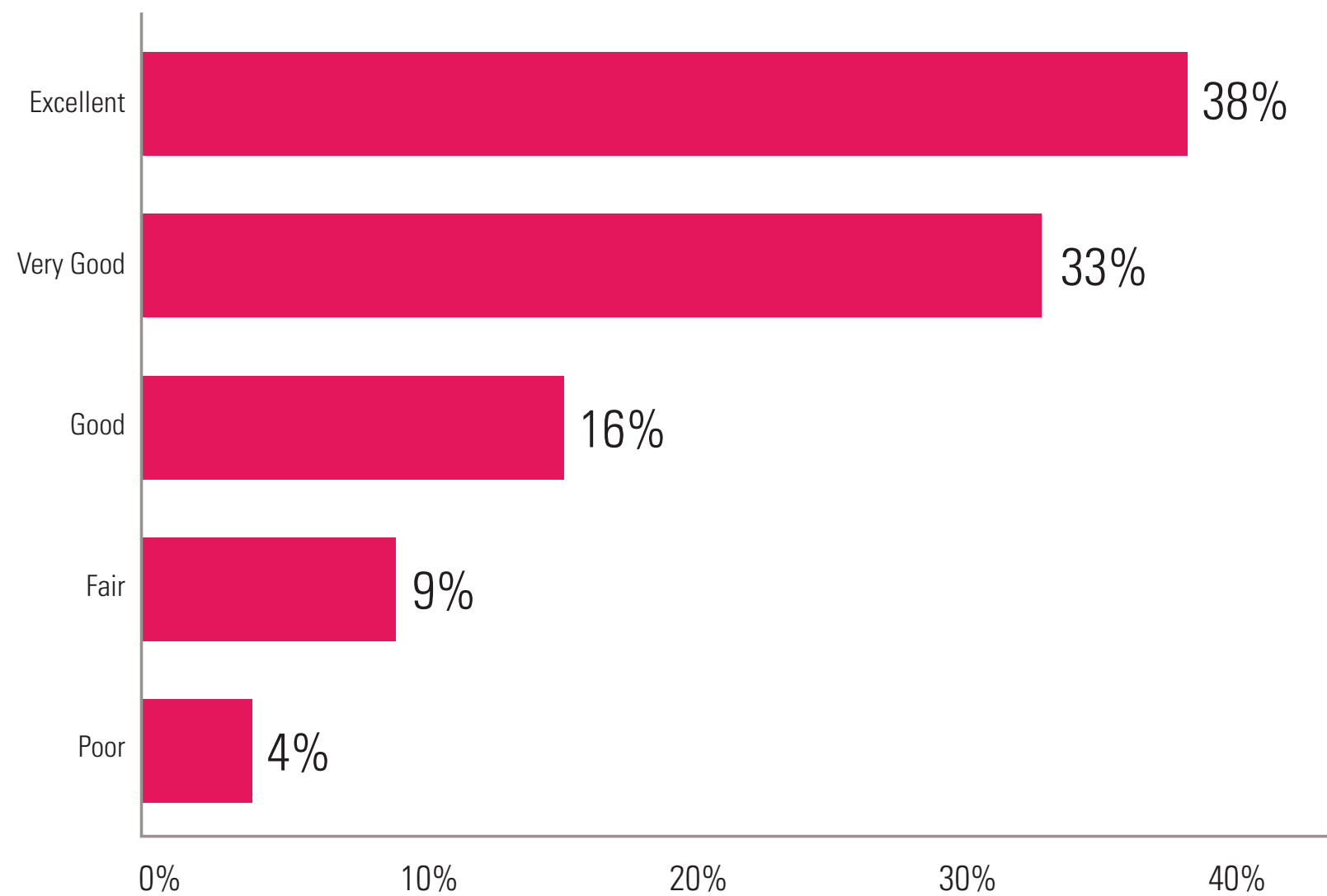


How did you learn about Fashion Week El Paseo?

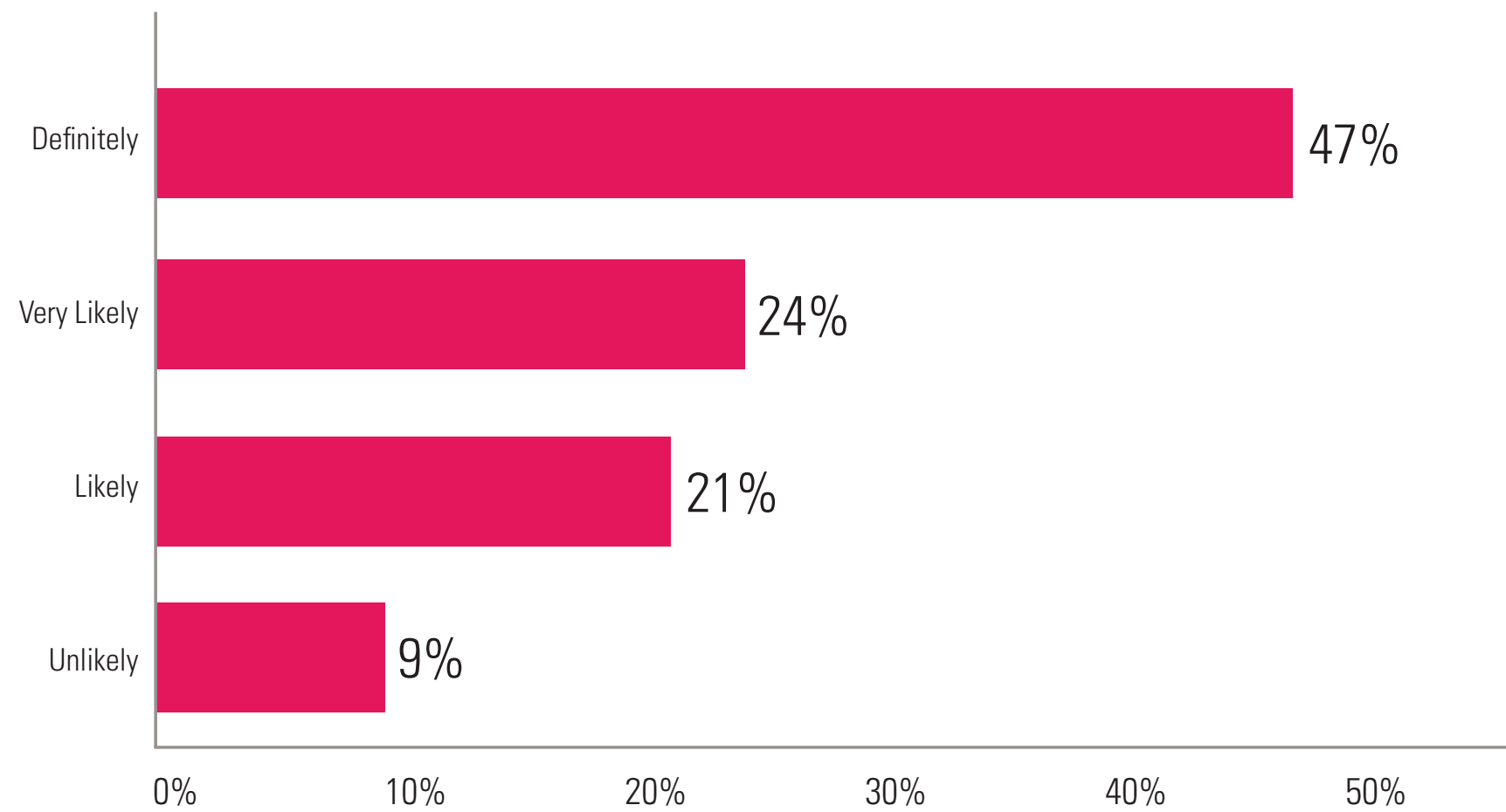


\*Other Includes: store promotions, invited by friends, prior attendee, online search, walked by venue

How would you rate your overall experience at this year's event?

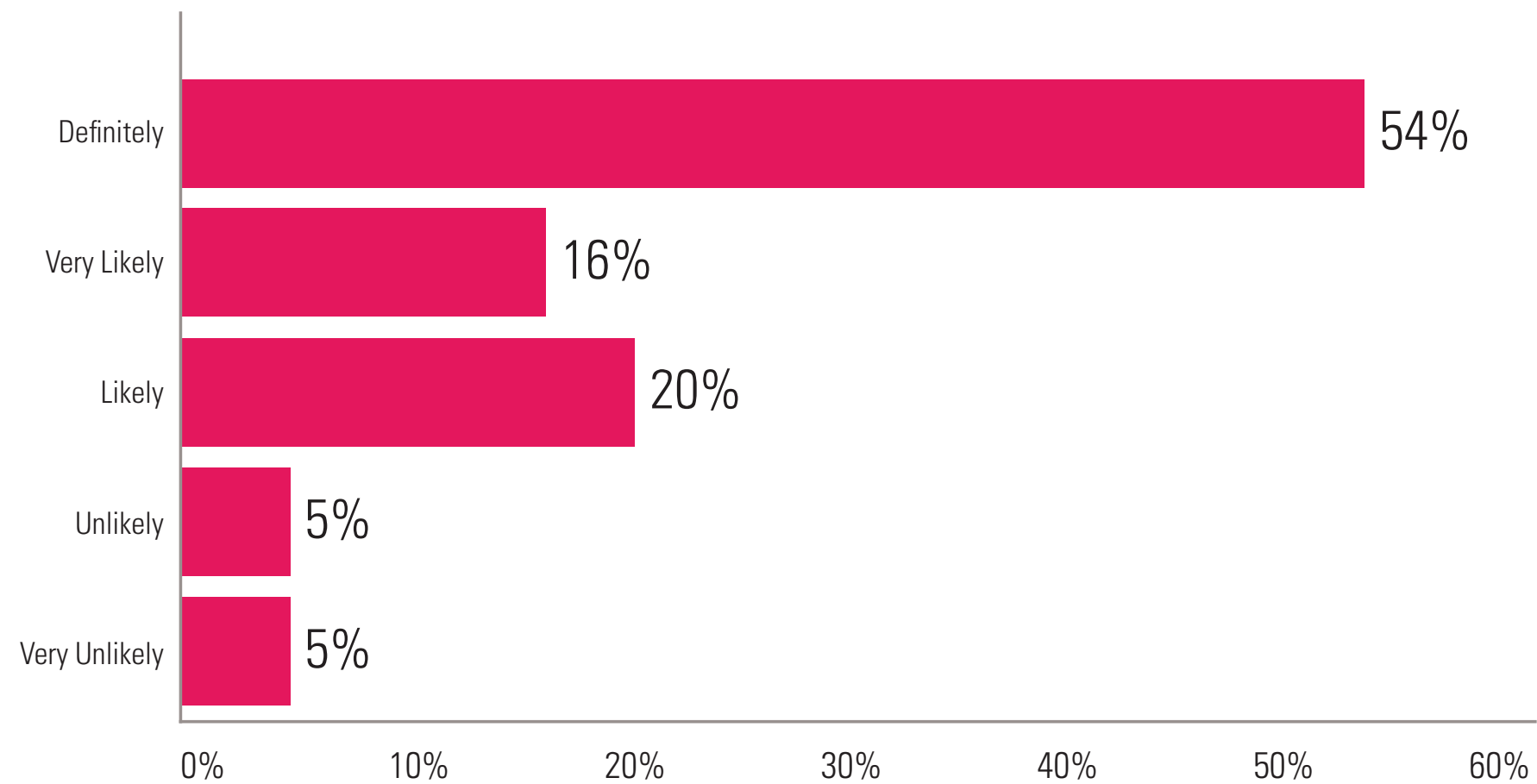


How likely are you to attend Fashion Week El Paseo in the future?

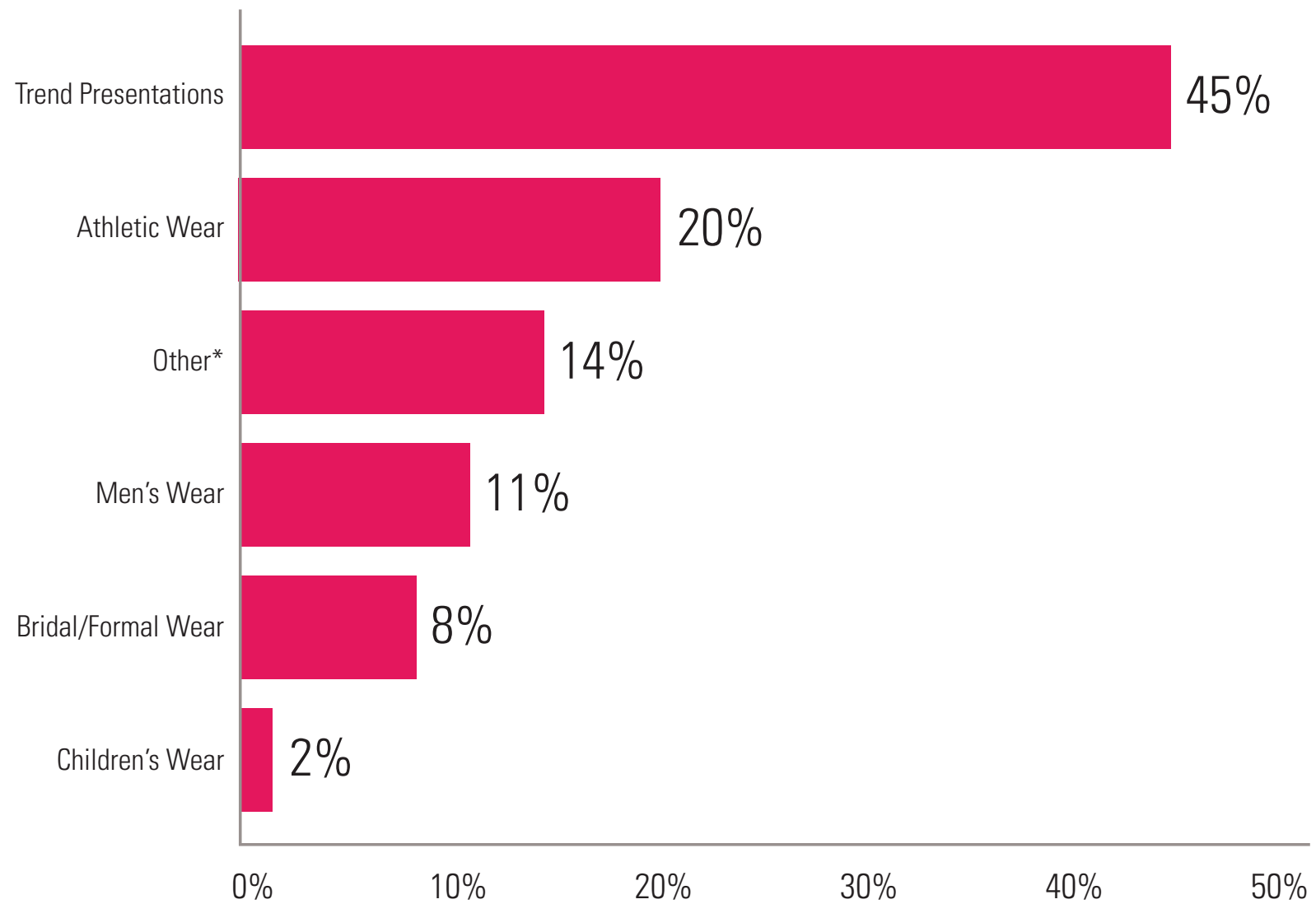




How likely is it you would recommend Fashion Week El Paseo to a friend, family member, or colleague?

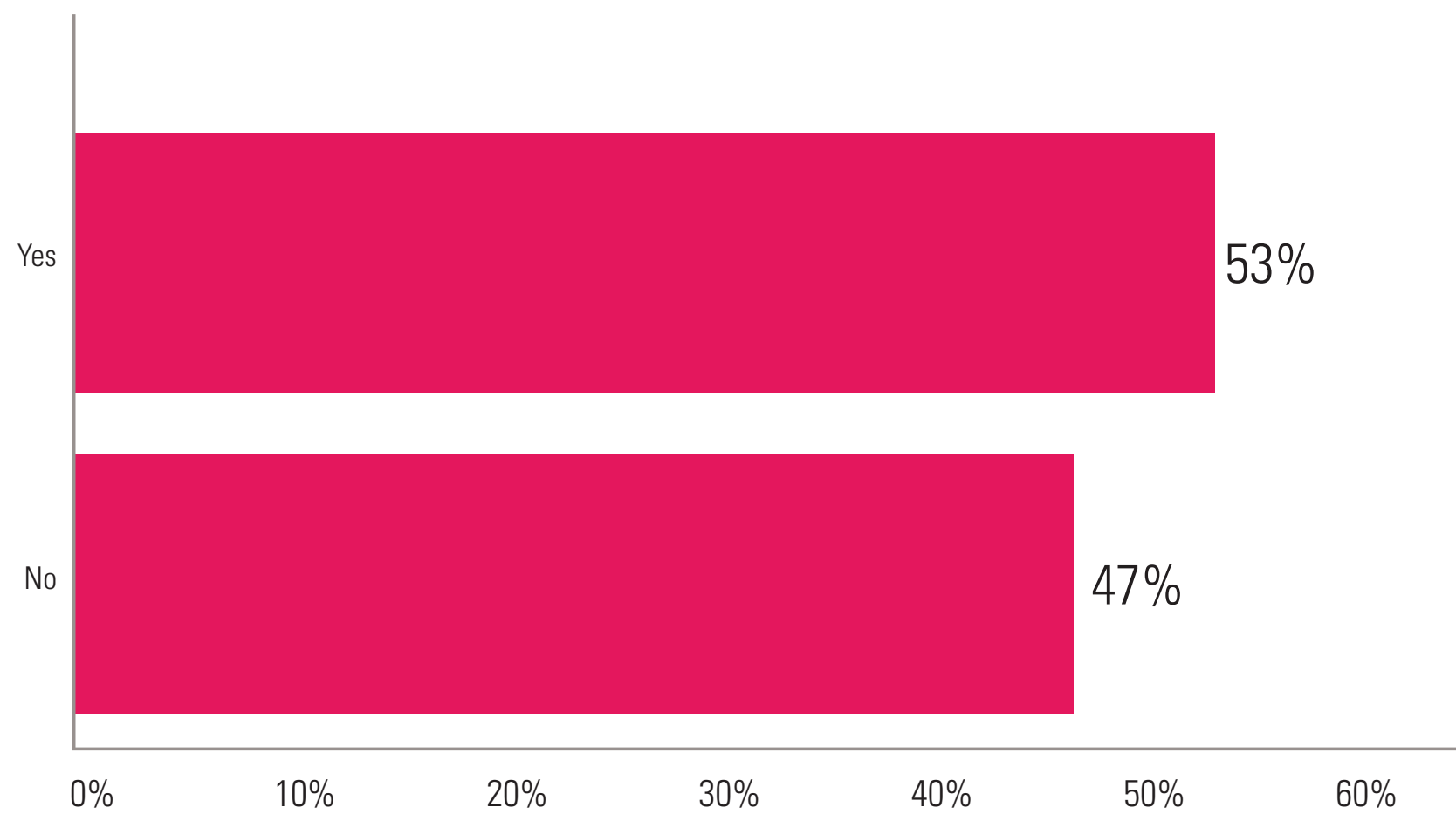


What additional fashion events would you like to see added?

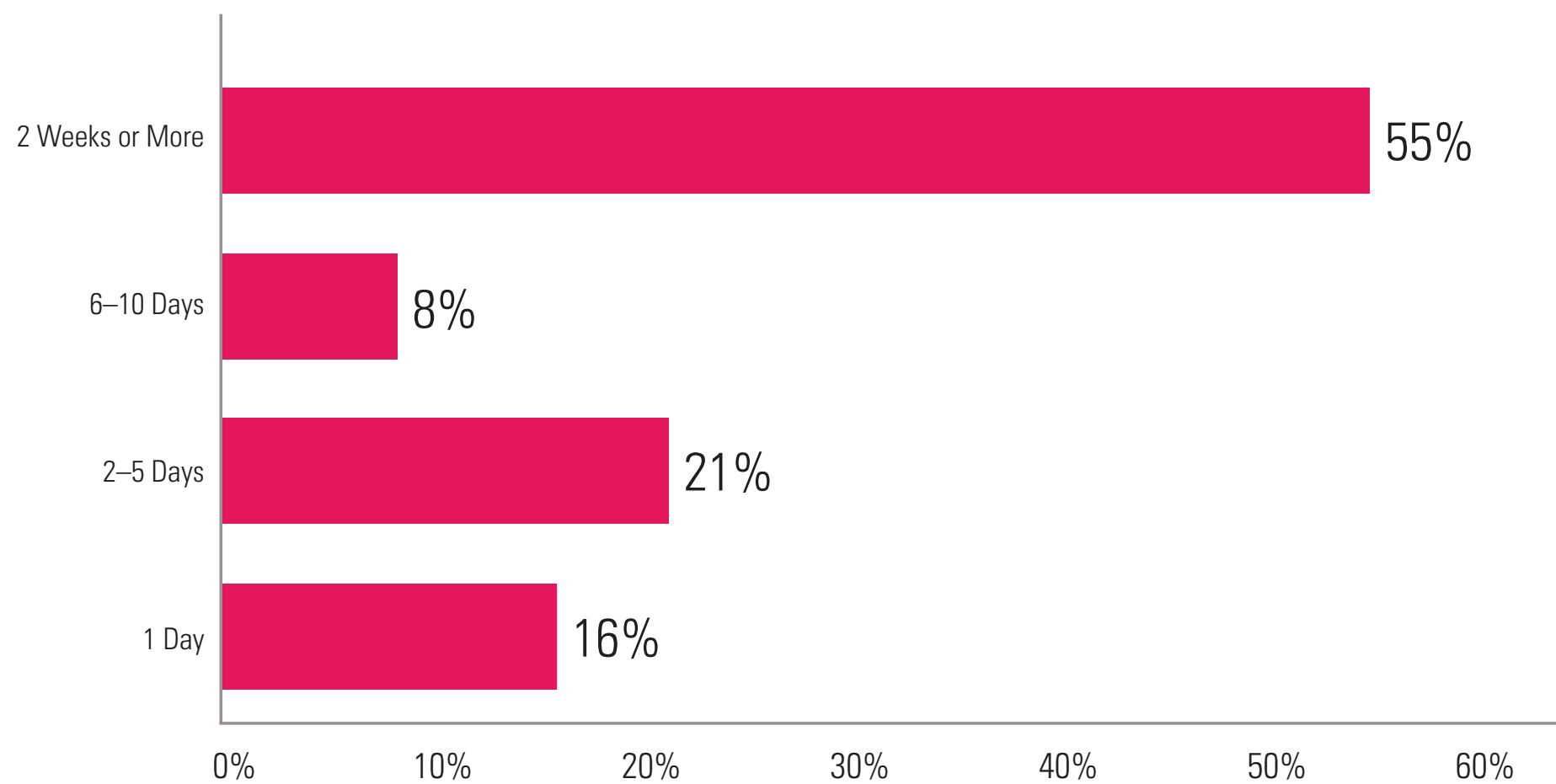


*\*Other Includes: haute couture, senior fashions with senior models, wearable fashions, swimwear, vintage clothing, & resort specific*

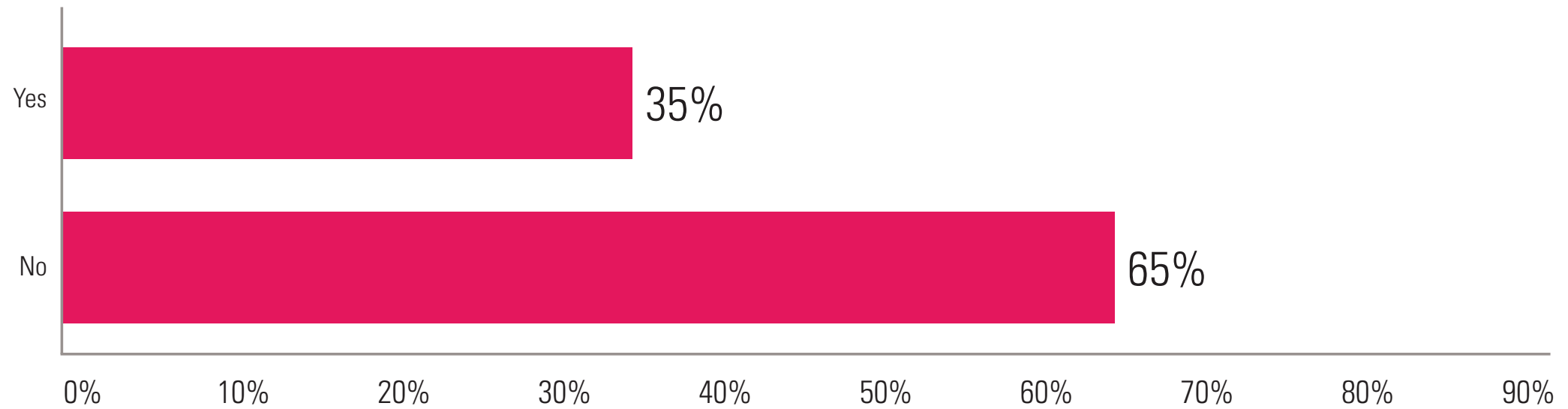
Did you stay overnight in the Palm Desert area?



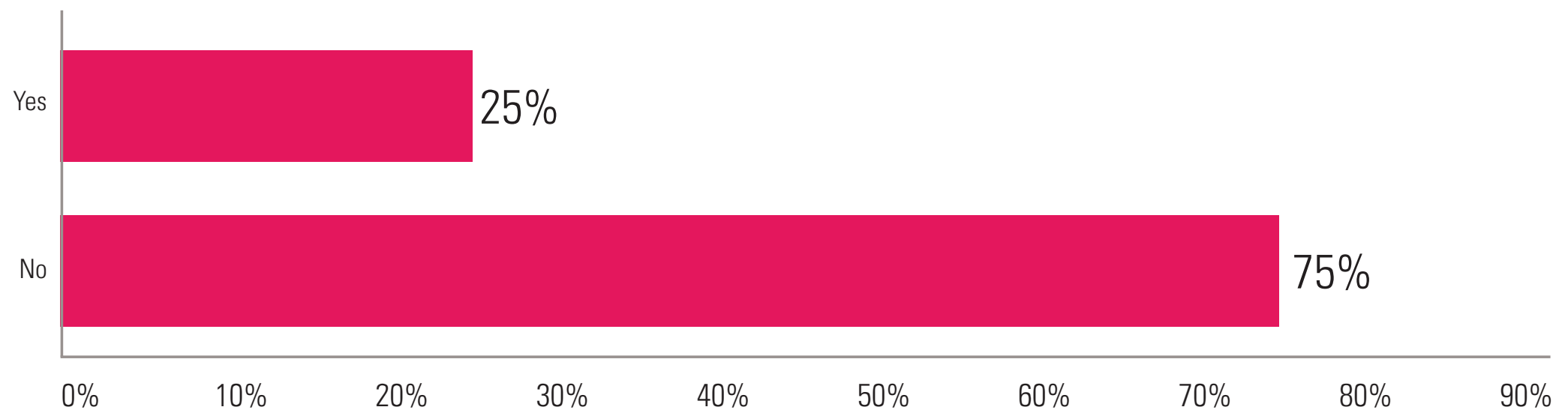
How long was your visit to the Palm Desert area?



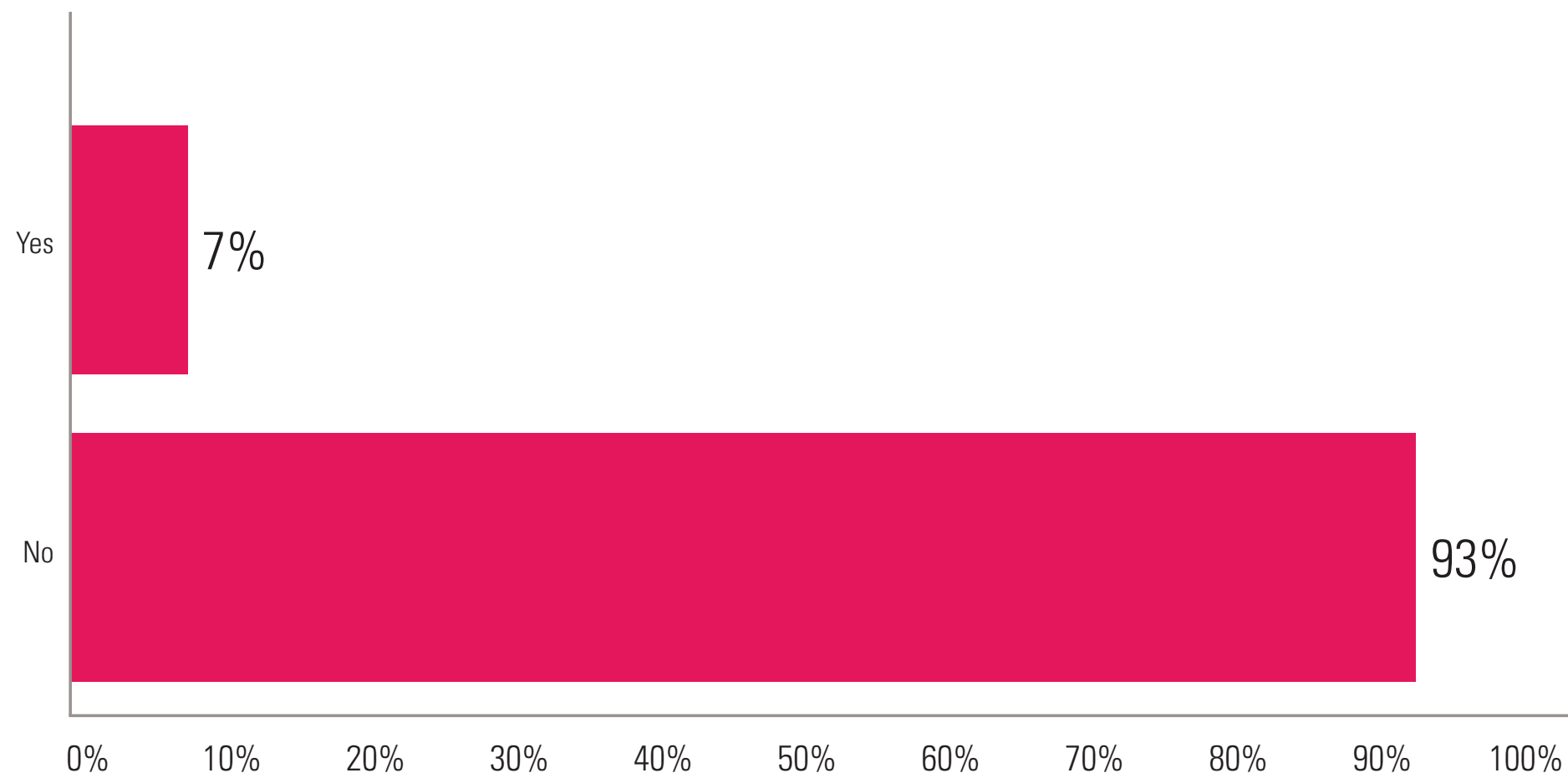
Did you visit Palm Desert specifically for Fashion Week El Paseo?



If you answered "Yes", did you add days on either end to make your stay in the Palm Desert area longer?

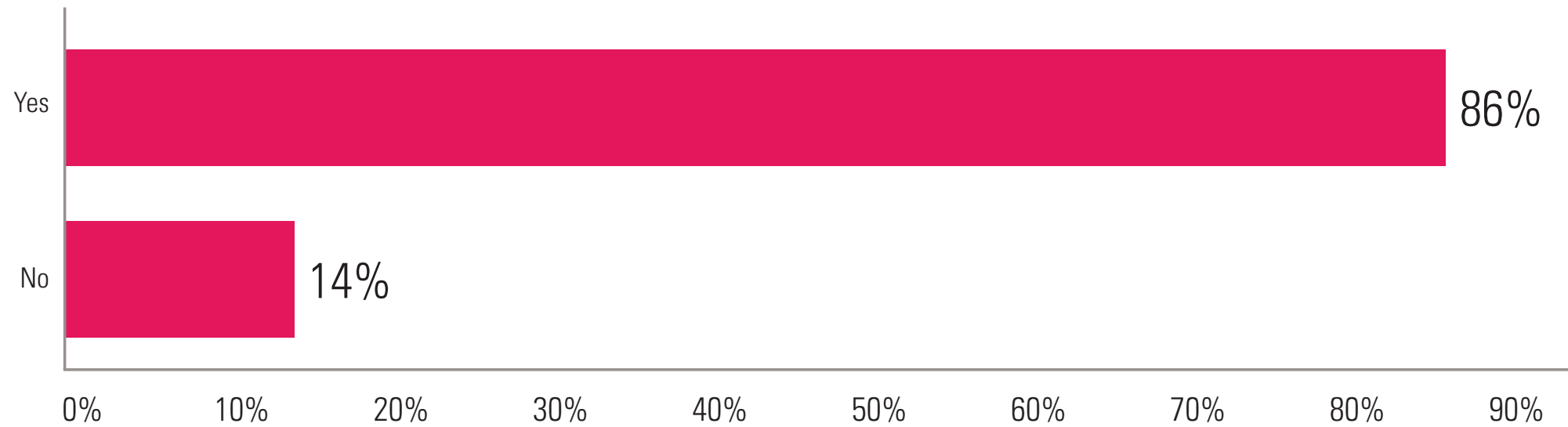


Did you fly to Palm Desert to attend Fashion Week El Paseo?

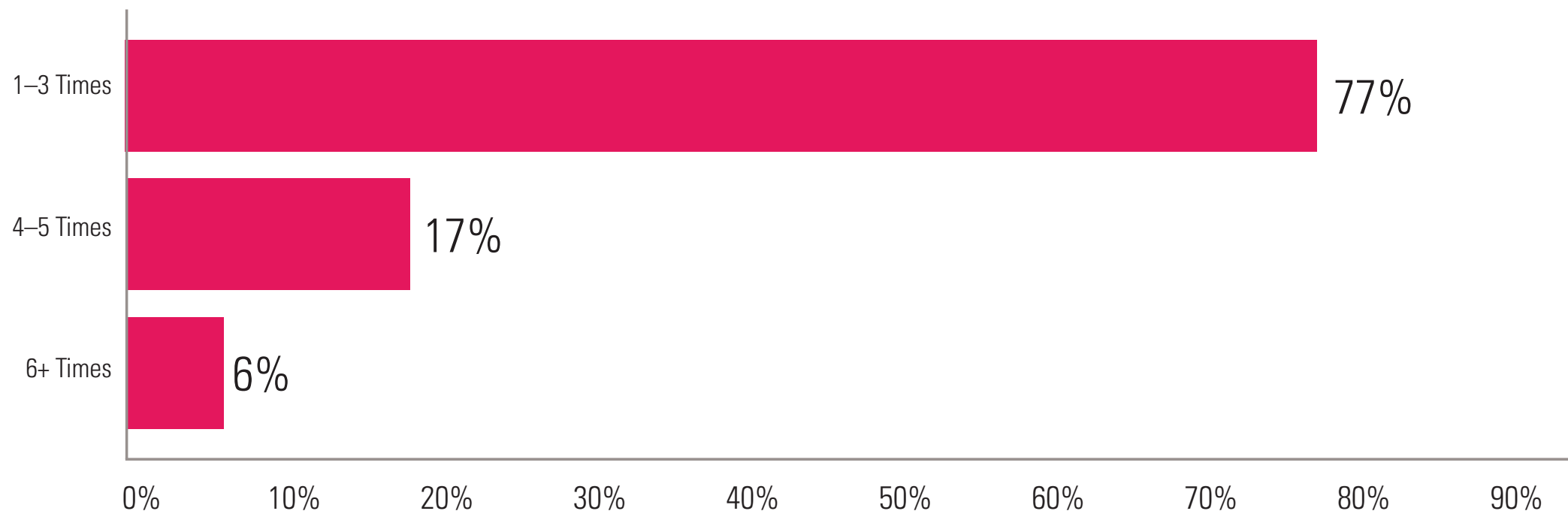


*\*Airlines Flown Included: American Airlines, Alaska Airlines, Delta Air Lines, & Southwest Airlines*

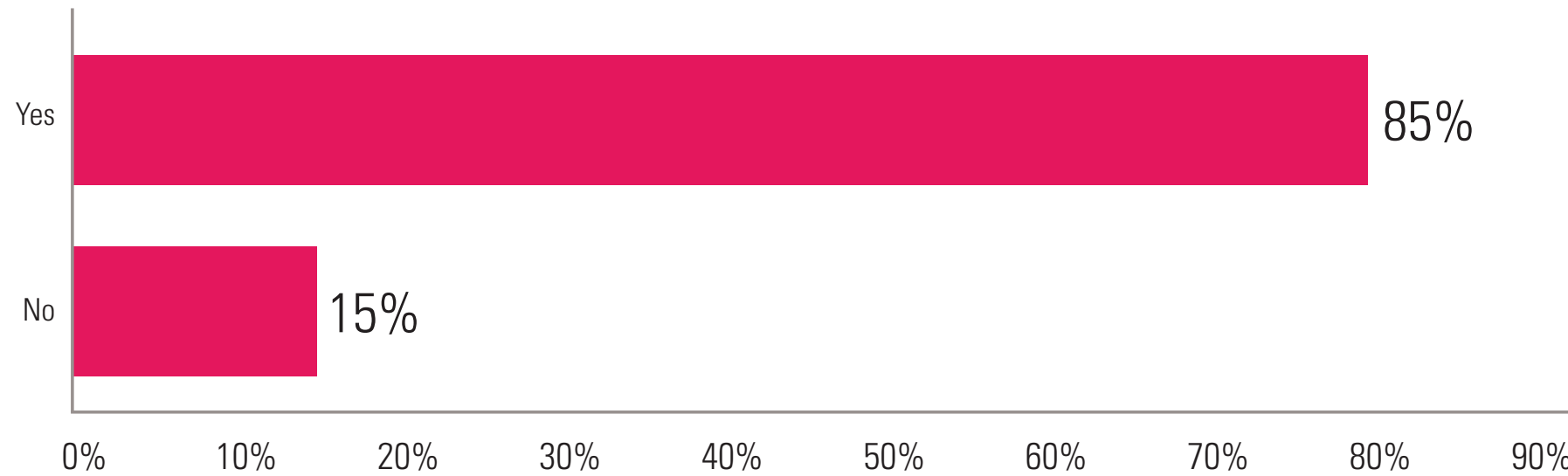
Did you dine out during Fashion Week El Paseo?



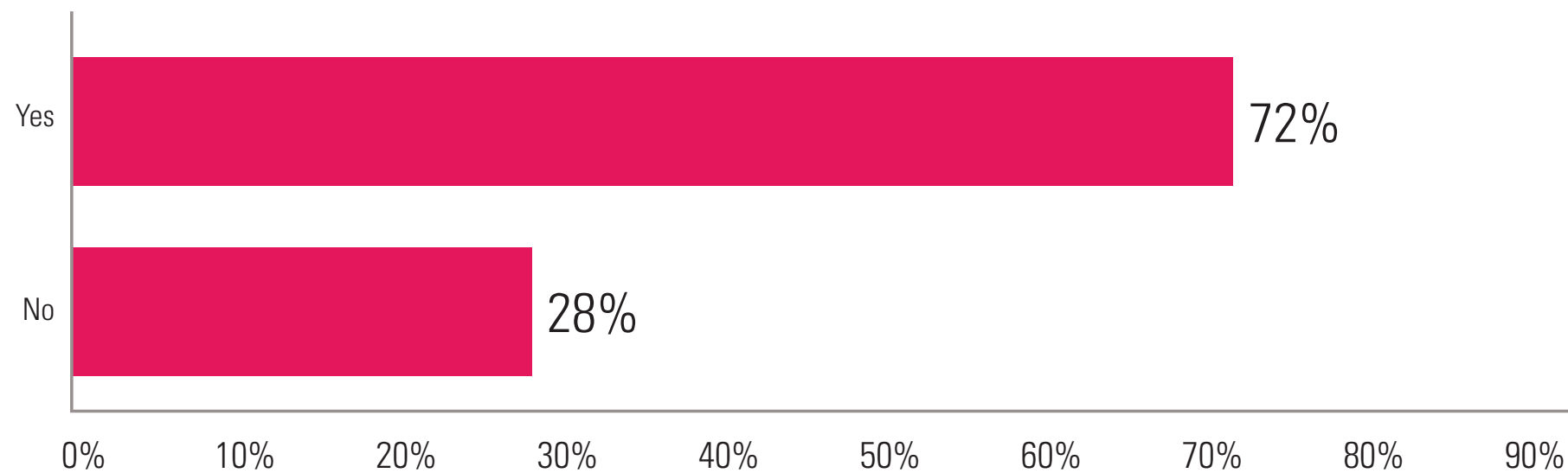
If you answered "Yes", how many times did you dine out?



Did you visit the El Paseo Shopping District during your stay?



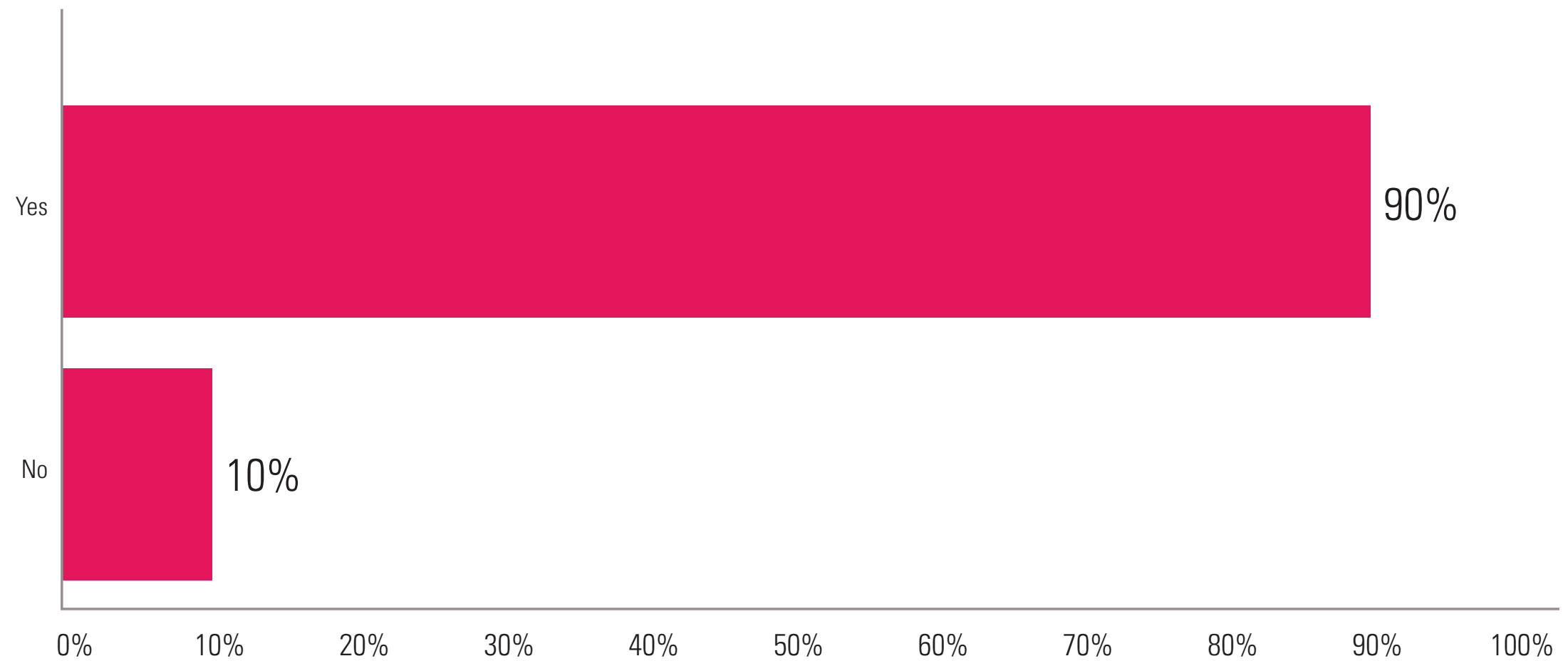
If you answered "Yes", did you make any purchases?





Do you plan to attend Fashion Week El Paseo 2025?

*(March 14–20, 2025)*



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work for you – call us today

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