



***FASHION***  
***WEEK*** EL PASEO

MARCH 17-23, 2023

2023 PARTNER SUMMARY

## EVENT HIGHLIGHTS

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The largest consumer fashion show on the west coast, this **16th annual event** was held at The Gardens on El Paseo in Palm Desert, California.

EVENTS



17

TICKETED OR FREE EVENTS INCLUDING FASHION SHOWS, POP-UP STORES, LECTURES, BACKSTAGE TOURS, AND MEET THE DESIGNERS

RETAILERS



130

IN-STORE EVENTS PRODUCED BY 28 EL PASEO RETAILERS

ATTENDANCE



5,453

PEOPLE ATTENDED FASHION WEEK EL PASEO INCLUDING:

- 4,215 Ticket Holders
- 360 Volunteers
- 300 Staff
- 237 Sponsors and Partners
- 178 Models
- 100 Student Guests
- 63 Designers

CHARITIES



\$62,027

CUMULATIVELY RAISED FOR CHARITIES INCLUDING:

- Bighorn BAM
- Desert Arc
- GirlFriend Factor
- Mizell Center "Meals on Wheels"
- Oak Grove Sanctuary Palm Springs
- Palm Springs Pathfinders
- Safehouse of the Desert

“The best week ever!!! I loved every night!  
Opening with NARCES just blew me out of the  
water! Beauty, glamour, style and grace – all the  
things I wanted to see more of last year!  
Thank you!”

– *Anonymous (Coachella Valley, California)*

“The show was wonderful, but the real highlight  
was my daughter getting to meet Josie.  
Josie Natori was so kind to my daughter – talking  
to her, holding her hand and taking pictures with  
her. This is my daughter’s second year attending  
and I’ve never seen her happier!”

– *Emily Amilbussin (Thousand Oaks, California)*

“A fantastic event that is consistently a quality  
event. It is so accessible, and free and close  
parking is the best!”

– *Rosemary Flaherty (Palm Springs, California)*

“Wonderful experience! Well organized  
with friendly and welcoming staff.”

– *Manuel Gaitan (Coachella, California)*

“So organized and professional from buying tickets  
over the phone to checking in at the event, to  
being seated. Five stars all the way!! ”

– *Chip Oberndorf (Dana Point, California)*

“Exciting and enjoyable event.”

– *Karin Franchuk (Danville, California)*

“It’s always exciting to come back every year and  
experience the show with new eyes.”

– *Valeria Batross (Indian Wells, California)*

“It was my first time going and  
I really enjoyed it.”

– *Christel Lopez (Indio, California)*

“I really enjoyed coming to the show! It was an  
incredibly experience for an aspiring designer and  
everyone from the venue staff to the producers of  
the event were so amazing.”

– *Anonymous (Riverside County, California)*

“Always a fun evening, enjoyed the  
BAM silent auction.”

– *Karin Barnes (Palm Desert, California)*

“It seemed to be very well orchestrated from the  
time of checking in to the cocktail event, and then  
on to the show itself. My husband and I enjoyed  
this event; we will be returning.”

– *Lana Vasquez (San Diego, California)*

“I loved the canapes, the service staff and the  
greeters were friendly as well as professional. The  
models were fantastic and I loved watching them  
on the runway. Fashions were so great, colorful,  
well-made, and it was so great to see their talent  
and their collections. This type of show has been  
on my bucket list for many years so I fulfilled my  
dream of attending.”

– *Julie Marks (Palm Desert California)*

“Everyone was so kind and generous! I brought my  
daughters and mother. They even let my daughters  
walk the runway after the show, which was the  
most incredible experience ever for them.

We are super grateful!”

– *Sonja Casady (Fairbanks, Alaska)*

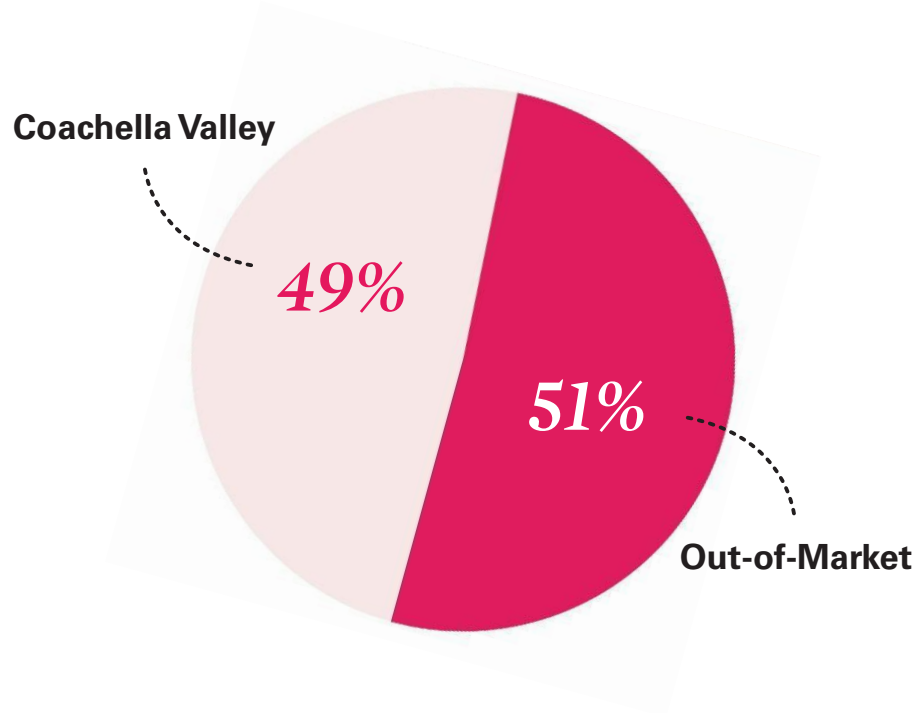
A woman is shown in profile, facing right, against a black background. She is wearing a white, semi-transparent cape or shawl heavily embellished with large, three-dimensional white flowers and leaves. Underneath, she wears a black top and black tights with large white polka dots. Her hair is pulled back, and she has a neutral expression.

ATTENDANCE +  
GEOGRAPHIC COMPOSITION

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# GEOGRAPHIC COMPOSITION



**25%**

OF 2023 ATTENDEES  
CAME TO THE AREA  
SPECIFICALLY FOR  
FASHION WEEK EL PASEO

## ATTENDEES FROM MANY STATES, INCLUDING:

- Alaska
- Florida
- Illinois
- Iowa
- Minnesota
- Nevada
- New Mexico
- Ohio
- Oregon
- Texas
- Utah
- Virginia
- Washington
- Wisconsin

### CALIFORNIA (TOP 4 REGIONS)

Greater Los Angeles	9%
Orange County	4%
San Diego County	3%
Northern California	7%

### OUTSIDE CALIFORNIA

Northeast	2%
Midwest	5%
South	3%
West (excluding California)	11%
Canada	3%
Other International (England)	.15%

# DEMOGRAPHICS

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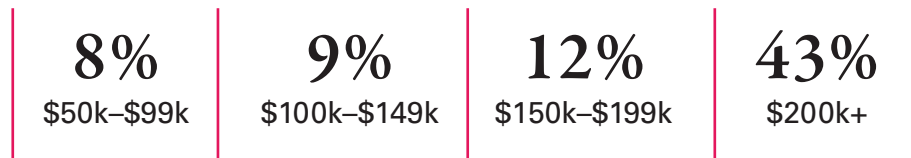




AGE



HOUSEHOLD INCOME\*



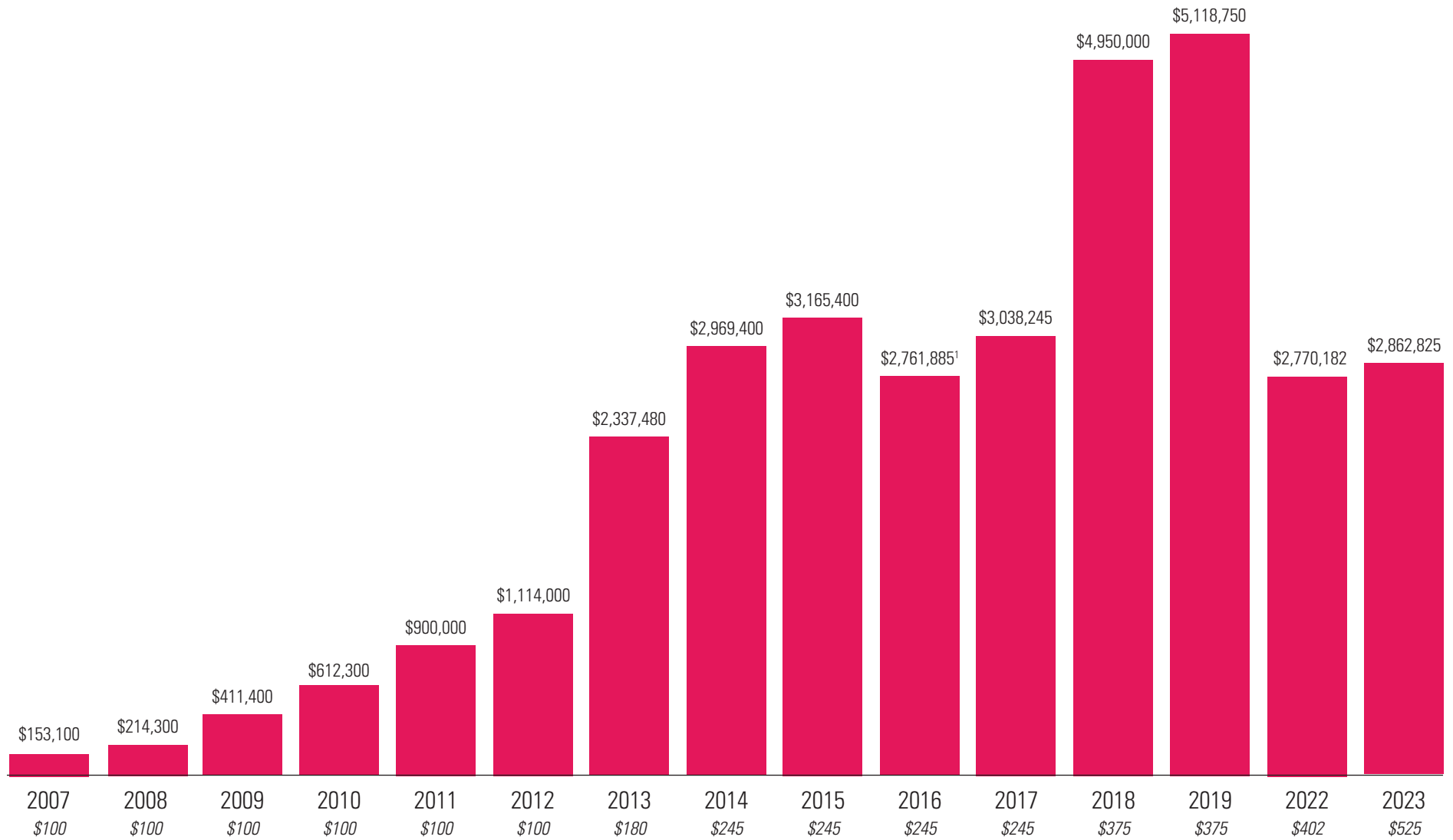
\*28% chose not to respond



## ECONOMIC IMPACT

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The economic impact to greater Palm Desert was **\$2,862,825** in 2023.



Source: Modernism Week 2023 Economic Impact (\$525 per person)

A woman is shown from the back, wearing a dark, sequined, form-fitting dress with large, voluminous, light-colored sleeves that are gathered at the shoulders and wrists. The background is dark, and the lighting highlights the texture of the dress and the fabric of the sleeves.

MEDIA + MARKETING  
PROMOTIONAL VALUE

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## MEDIA + MARKETING PROMOTIONAL VALUE

Fashion Week El Paseo's 2023 media and marketing coverage total value of **\$1,164,434** resulted in **93,567,748** impressions to expose and brand El Paseo as a premier Southern California shopping destination.

EDITORIAL AND PUBLIC RELATIONS VALUE  
(3,258,000 TOTAL IMPRESSIONS ACROSS ALL CHANNELS)

**\$250,641**

PRINT ADVERTISING VALUE  
(435,435 TOTAL COPIES DISTRIBUTED  
AND 1,391,528 TOTAL READERSHIP)

**\$57,015**

PRINTED COLLATERAL VALUE  
(42,235 UNITS PRINTED)

**\$87,910**

SOCIAL MEDIA VALUE  
(1,680,421 VIEWS / IMPRESSIONS)

**\$469,542**

ONLINE ADVERTISING VALUE  
(150,000 BANNER IMPRESSIONS /  
3,652,456 NEWSLETTER IMPRESSIONS)

**\$246,186**

TELEVISION ADVERTISING VALUE  
(1,113 SPOTS / 76,221,722 AUDIENCE EXPOSURE)

**\$35,540**

RADIO ADVERTISING VALUE  
(420 SPOTS / 13,621 AUDIENCE EXPOSURE)

**\$10,562**

DIGITAL BILLBOARD VALUE  
(7,200,000 IMPRESSIONS)

**\$17,600**

EDITORIAL AND PUBLIC RELATIONS VALUE  
(3,258,000 TOTAL IMPRESSIONS ACROSS ALL CHANNELS)

**\$250,641**

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**Desert Sun.**

**Fashion Week El Paseo**



If you've ever wanted to experience a runway show and channel your inner Anna Wilton, head to this week-long series of fashion shows at The Gardens on El Paseo. Each day will provide a different set of looks, and the designers come from around globe. Fashion Week El Paseo is set to conclude and there will be an after party at The Prairie and Pavilion, a bar and lounge located in the Desert Island Country Club. If you want to jump the party going, tickets are \$42.75 and the event runs from 8 to 11 p.m. Thursday, March 22.

When: 7 p.m. Sunday through Thursday, March 19-23  
Where: The Gardens on El Paseo, 79-245 El Paseo, Palm Desert  
Tickets: Starting at \$49

**NEWS CHANNEL 5** News Weather Sports KUNA Life Shop Play Share

March 19, 2023 10:54 AM

**Fashion Week El Paseo highlights a youth emergency crisis center at their fashion show**



During Fashion Week El Paseo, Michael Costello returns with his latest couture collection. As the fashion show commences in the valley, a local agency will benefit financially from the show.

**Benefiting Charity: Children of the Desert**

"We're very proud and honored to have been chosen," says Julie Hahn, the Fund Development Director of Children of the Desert. "There are hundreds of really worthy nonprofits in the Coachella Valley. And it was very special to us to be chosen by Bambi Lampron and her group at the Desert Fashion Week."

Hahn says they wanted to highlight Children of the Desert's impact on their fundraising efforts regarding. She says they have been having issues raising funds ever since the start of the pandemic. She hopes that events like this will bring more attention to the shelter.

"So this is kind of our first step back out into the community to let them know we're still here," says Hahn. "We're still serving youth. And we should still use those donations."

**NEWS CHANNEL 5** News Weather Sports KUNA Life Shop Play Share

March 19, 2023 11:01 AM

**Fashion Week El Paseo is celebrating 16 years of style showcasing the country's top design talents**



**LOCALE** Home Region Lifestyle Magazine Media Kit

Check out Fashion Week El Paseo



Spending a fun shopping experience, this month, Palm Desert will also be the home of the 16th installment of the West Coast's largest annual consumer fashion show Fashion Week El Paseo. Indulge your inner fashionista as the Gardens on El Paseo from March 17-23 in a very colorful, imaginative, fun atmosphere and a first-time look at one of the best fashion showcases in California. Featuring models and displays from some of the industry's most prominent designers as well as bold and innovative creations from rising talents, this event is one that will certainly have the cameras flashing.

**CV WEEKLY**

**Fashion Week El Paseo Returns to the Runway**



By Crystal Harris

Fashion Week El Paseo is shutting down the runway once again this week, to celebrate 16 years of style at the West Coast's largest consumer fashion show—hosted March 17-23, 2023, at The Gardens on El Paseo in Palm Desert.

The world-class event provides an inspiring, immersive fashion experience and features social networking, trunk shows, celebrity meet-and-greets, and much more. Inspiring fashion trends and showcasing a who's who of the country's top design talents—including some stars of tomorrow—Fashion Week El Paseo takes one of the world's most vibrant art forms and brings it to attendees in style.

The show schedule for this year brings sophistication and luxury of the desert as attendees indulge their inner fashionista at this premier, state-of-the-art experience celebrating the newest iterations of the industry's most prominent influencers and innovators.

On March 17, the "BARBERS by Miss Beaumont" will display strong attitudes and structures that accumulated elements that yield a powerful, sophisticated look. The show is meant to be worn and styled in different ways to show individuality. From a voluminous, sleeveless organza gown, which could be worn as an evening, to a dress that can be disassembled into four pieces, there are numerous creative combinations. The look is ethereal—masks, sculptural, and bodies are treated with hand-embellished features that are both identity and bold with metal and spark.

Nature's "Dove Nation Presents an Artisanal Affair" show celebrated the culmination of the designer's, when worn with a special collection that captures comfort and grace with an elegant feel. Her recent ready-to-wear featured an entire repertoire of head pieces, vibrant colors, and fun silhouettes inspired by the beauty of nature. Vibrant colors and simple brought the ensemble to life, anchored by details such as microbeads, embroidery, and Maria Clara inspired details.

March 18 featured the return of Michael Costello with his latest couture collection, unique accessories from his top-selling handbag collection, and some of his designs that are now available this season at Sava Fitti Avenue. The designer—

**NEWS CHANNEL 5** News Weather Sports KUNA Life Shop Play Share

March 19, 2023 11:47 AM

See what Fashion Week El Paseo has tonight as it continues with fashion from the graduates of the Fashion Institute in Los Angeles



**PALM SPRINGS LIFE**

**Hendrixroe Brings Vintage Glamour and Rocker Chic to Fashion Week El Paseo**

For "The Hendrix Experience," designer Jordan McKay channels Jimi Hendrix and Marilyn Monroe as a springboard for creative dressing.



**Desert Sun.**

**10 things to do in the Coachella Valley this week, March 12-18**

By Kevin Caprice

There are always plenty of things to do in the Coachella Valley. We've put together a list of events and entertainment happening this week.

To submit an event for consideration, send an email to [events@desertsun.com](mailto:events@desertsun.com) with a brief description.

Here are 10 things to do this week:

**Fashion Week El Paseo**

If you've ever wanted to experience a runway show and channel your inner Anna Wilton, head to this week-long series of fashion shows at The Gardens on El Paseo. Each day will provide a different set of looks, and the designers come from around globe.

There are several other events happening throughout the desert in conjunction with Fashion Week El Paseo, including a Julie Feldman pop-up event at the Palm Springs Art Museum Store. Feldman is a power designer who will be selling products as well as signing them from noon to 8 p.m. Thursday, March 16 and on a.m. to 5 p.m. Friday, March 17 and Saturday, March 18. Museum admission not required.

When: 7 p.m. Friday through Thursday, March 17-21



**PALM SPRINGS LIFE**

**Josie Natori Shows 120 Looks at Fashion Week El Paseo**

Color and wearability dominated the Filipino designer's collection, which was immediately available for purchase at an off-the-runway pop-up store.




Endless color! Check. Flaring silhouettes! Check. Glamorous yet yet so accessible! Check. For its eternally savvy crowd on hand Saturday evening at Fashion Week El Paseo's second show, Josie Natori presents an off-the-runway collection, the work and immediate style just kept on coming.

**LOCALE** Home Region Lifestyle Magazine Media Kit

**Fashion Week El Paseo**

Does: March 17-23, 2023



Not able to jet off to New York, Paris, London or Milan this year to catch 2023's first Fashion Week? Don't worry! For the past 16 years, Palm Desert has hosted the West Coast's largest summer fashion show, which is happening this year from March 17-23 at The Gardens on El Paseo. This year's featured designers include Josie Natori and Michael Costello who, alongside other TDS members, came together to present a state-of-the-art experience that includes cocktail receptions, trunk shows, celebrity meet-and-greets and more. Soak your fashion fix to its fullest with sophistication and luxury like never on the runway on the desert.

**NEWS CHANNEL 5** News Weather Sports KUNA Life Shop Play Share

March 19, 2023 11:37 AM

**Desert Arc discusses Fashion Week El Paseo and what they do for the community**

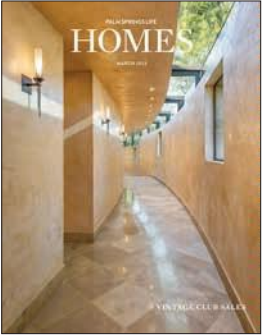


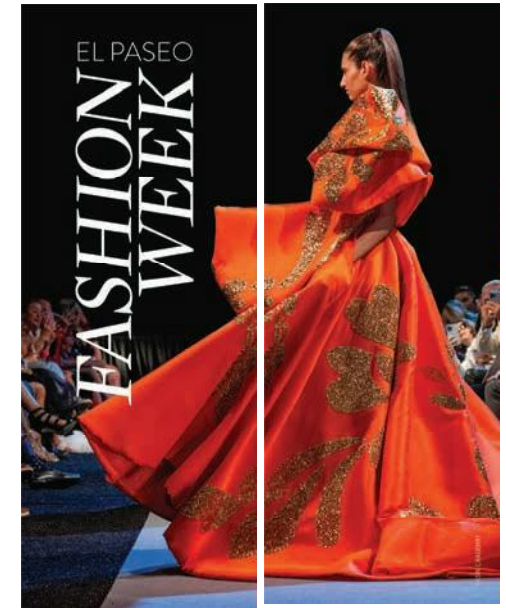
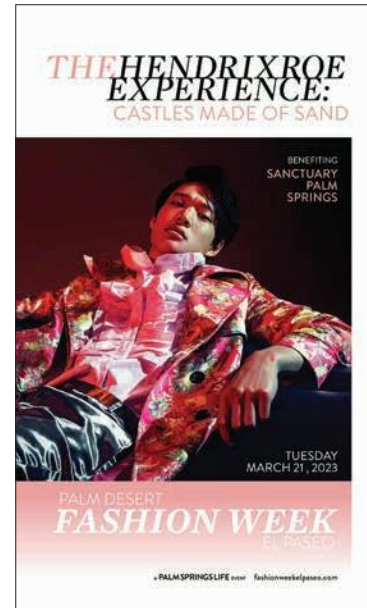


PRINT ADVERTISING VALUE  
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**\$57,015**

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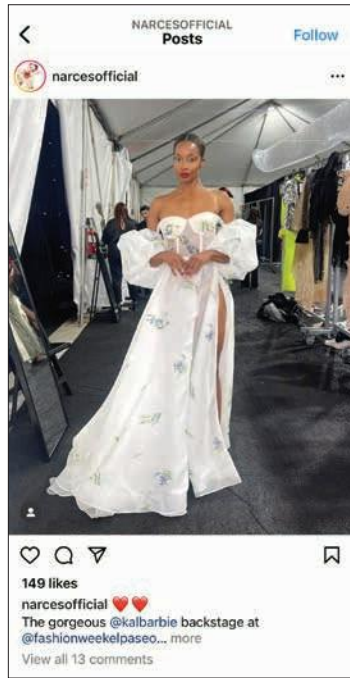
PRINTED COLLATERAL VALUE  
(42,235 UNITS PRINTED)

**\$89,910**

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








SOCIAL MEDIA VALUE  
(1,680,421 VIEWS /  
IMPRESSIONS)  
**\$469,542**



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**PALM SPRINGS LIFE**

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**FASHION WEEK**  
MARCH 17-23, 2023

**NARCIS BY NIKKI YASSEMI**

FRIDAY, MARCH 17, 2023  
7 pm Cocktail Reception  
8 pm Fashion Show

PHOTO: GLASSLOVES PHOTOGRAPHY

Strong silhouettes and structures accentuate elements that yield a powerful superhero look injected with a hyper-feminine feel. The pieces are meant to be worn and styled in different ways to show individuality. From a voluminous-sleeve organza gown, which could be worn as an overcoat, to a dress that can be disintegrated into four pieces, there are numerous creative combinations. The feel is ethereal-meets-supernatural, and bodies are textural with hand-embellished flowers that are both dainty and bold with metal and spark.

**Benefiting Charity: The Mizell Center's "Meals on Wheels"**


**GET TICKETS**

**NARCIS Pop-Up Store**  
Saturday, March 18, 2023  
11:30 am-2:30 pm  
*Free // Open to the General Public // RSVP Encouraged*  
Location: Fashion Week El Paseo Reception Tent

NARCIS presents their collections to peruse and purchase. Visit us for a personal consultation.

**FREE RSVP**


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**FASHION WEEK**  
MARCH 17-23, 2023

JOIN US ON THE RUNWAY!

**TICKETS**

Y. CHAUDHRY



**FASHION WEEK**  
MARCH 17-23, 2023

TICKETS ON SALE NOW!

**BUY**

P. ROBERSTAD



**FASHION WEEK**  
MARCH 17-23, 2023

**NARCIS BY NIKKI YASSEMI**

Friday, March 17, 2023

**TICKETS**



**FASHION WEEK**  
MARCH 17-23, 2023

**JOSIE NATORI PRESENTS AN ARTISANAL AFFAIR**

Saturday, March 18, 2023

**TICKETS**



**FASHION WEEK**  
MARCH 17-23, 2023

**THE MICHAEL COSTELLO SHOW**

Sunday, March 19, 2023

**TICKETS**



**FASHION WEEK**  
MARCH 17-23, 2023

**THE HENDRIXROE EXPERIENCE: CASTLES MADE OF SAND**

Tuesday, March 21, 2023

**TICKETS**

ONLINE ADVERTISING VALUE  
(150,000 BANNER IMPRESSIONS /  
3,652,456 NEWSLETTER IMPRESSIONS)

**\$246,186**

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**PALM SPRINGS LIFE**



**FASHION WEEK**  
MARCH 17-23, 2023

**THE HENDRIXROE EXPERIENCE: CASTLES MADE OF SAND**

TUESDAY, MARCH 21, 2023  
7 pm Cocktail Reception  
8 pm Fashion Show

PHOTO: GEORGE PIMENTEL

Inspired by the vintage rock 'n' roll style of Jimi Hendrix and old Hollywood glamour of Marilyn Monroe, HENDRIXROE exemplifies "glamorous rocker chic" to perfection with close attention to construction, fabric, and silhouettes. Jordan McKay's designs for HENDRIXROE have commanded attention at numerous red-carpet events for theater, film, and television and have been worn by artists including Christina Aguilera, Cree Summer, Kardinal Offishall, Arkelis, Walk off the Earth, and more. The designer's obsession with rock 'n' roll history means HENDRIXROE is well on its way to becoming one of the most sought-after luxury brands in the business.

**Benefiting Charity: Sanctuary Palm Springs**

**GET TICKETS**

**HENDRIXROE Pop-Up Store**  
Wednesday, March 22, 2023  
12-2:30 pm  
*Free // Open to the General Public // RSVP Encouraged*  
Location: Fashion Week El Paseo Reception Tent

HENDRIXROE presents their collections to peruse and purchase. Visit us for a personal consultation.

**FREE RSVP**

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# TELEVISION, RADIO, & DIGITAL BILLBOARD ADVERTISING

TELEVISION ADVERTISING VALUE  
(1,113 SPOTS / 76,221,722 AUDIENCE EXPOSURE)

**\$25,540**



RADIO ADVERTISING VALUE  
(420 SPOTS /  
13,621 AUDIENCE EXPOSURE)

**\$10,562**

DIGITAL BILLBOARD VALUE  
(7,200,000 IMPRESSIONS)

**\$17,600**



**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)*

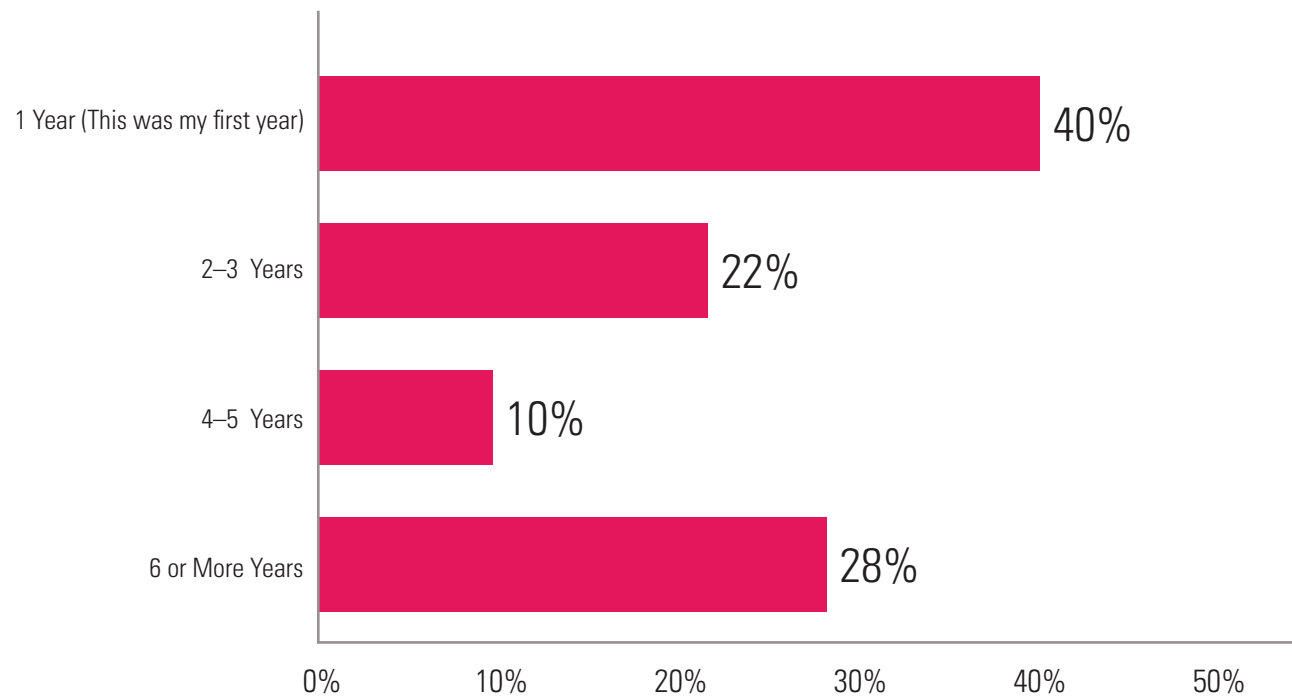
1. I-8 & 95
2. I-8 & 1st Ave
3. I-15 & 52
4. I-5 & 52
5. I-15 & Miramar Road
6. I-5 & Sorrento
7. I-8 & Waring Road
8. I-8 & 805
9. I-5 & Garnett
10. 52 & Mission Gorge
11. 125 & Lake Murray
12. 125 & University Ave
13. I-15 & Adams
14. 163 & Friars



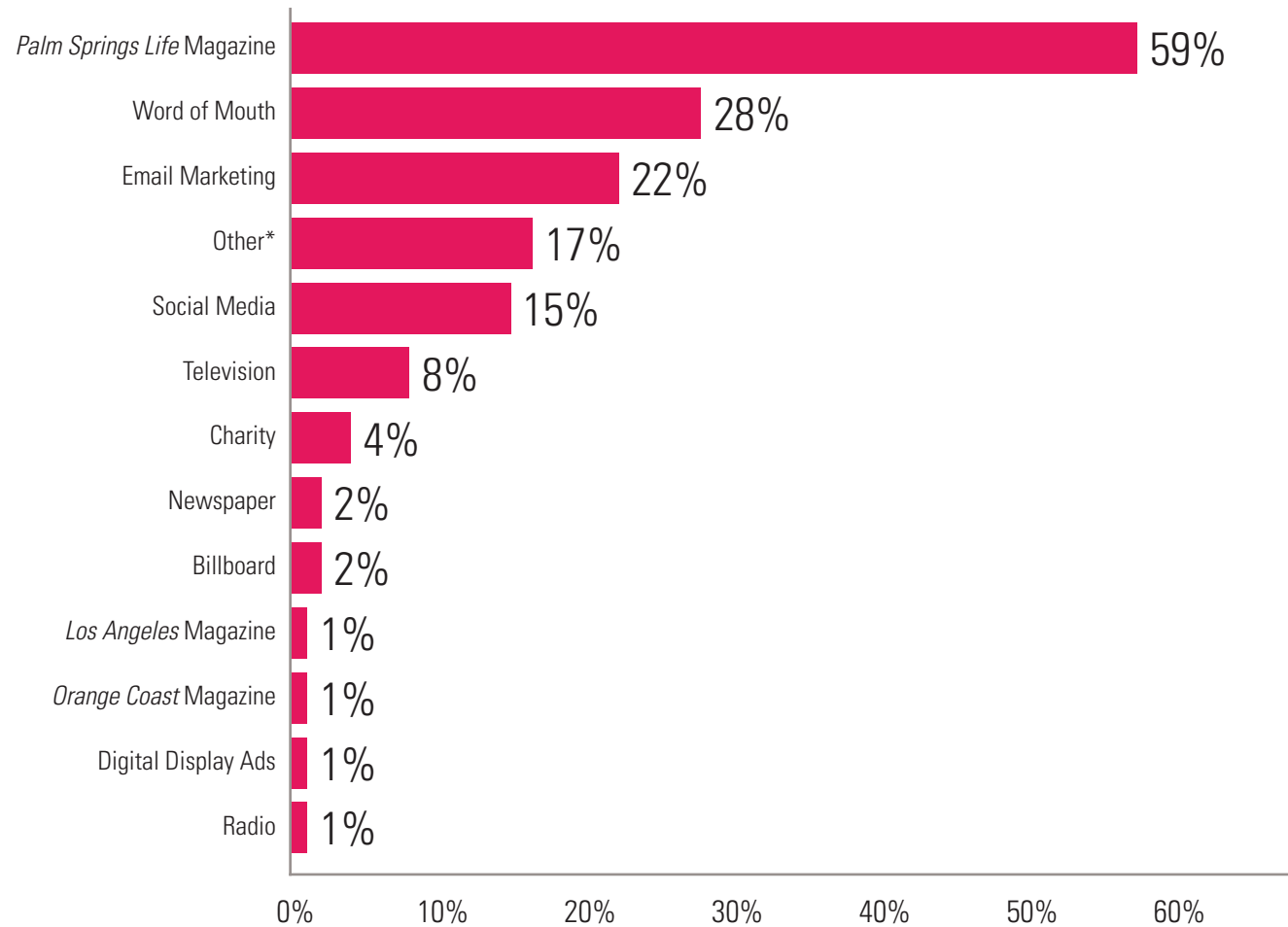
## SURVEY RESULTS

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How many years have you attended Fashion Week El Paseo?

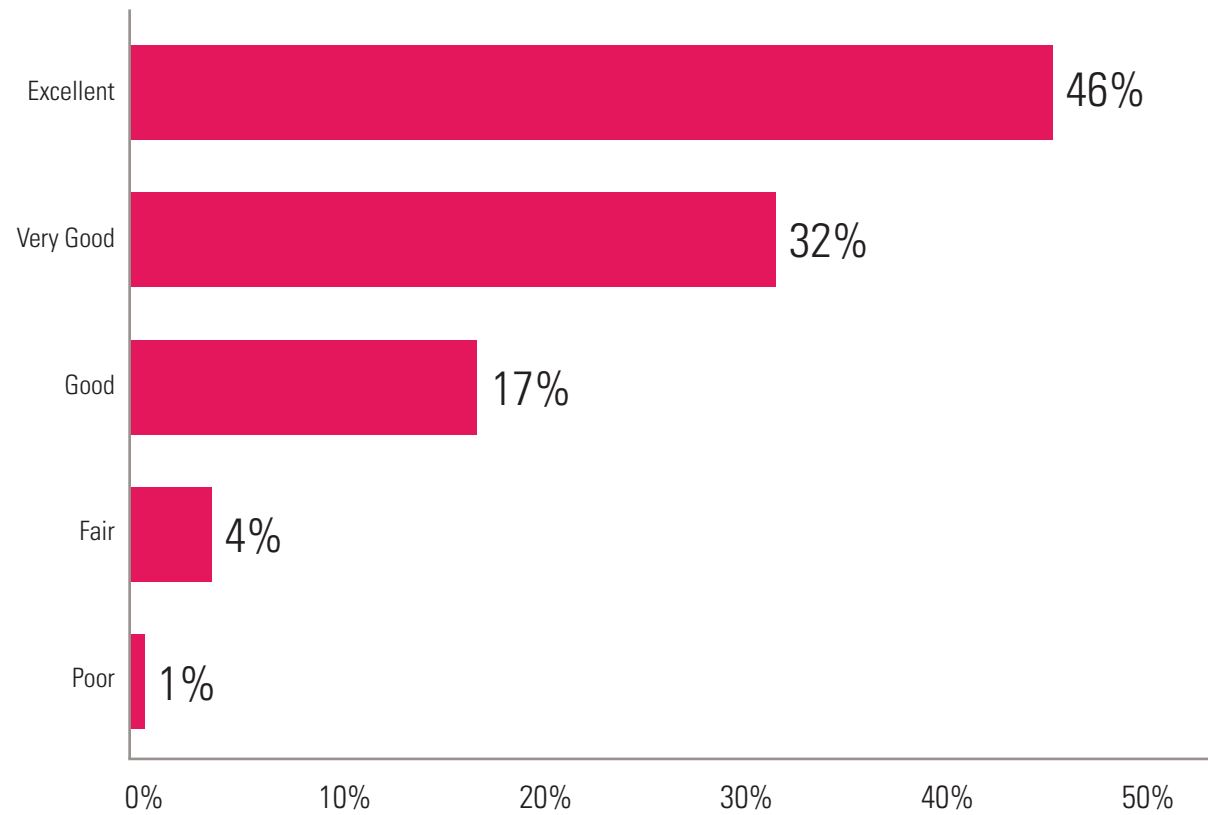


How did you learn about Fashion Week El Paseo?

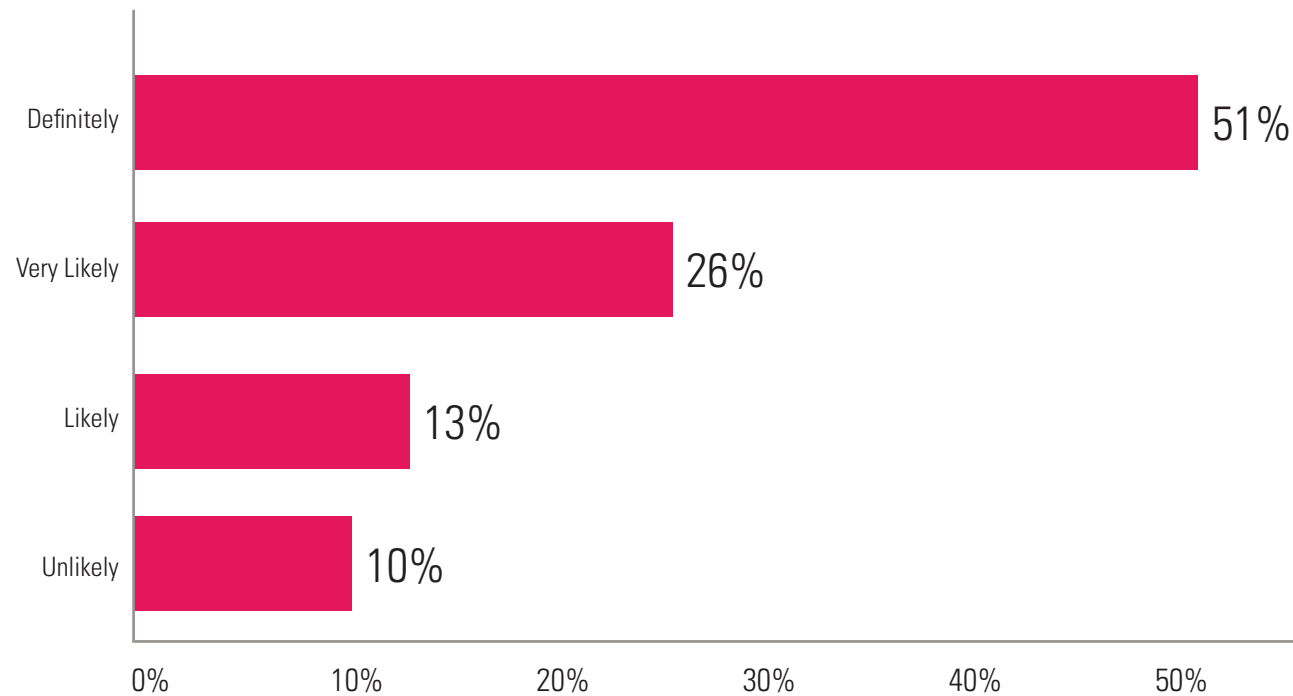


\*Other Includes: Past Attendee & Google Search

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

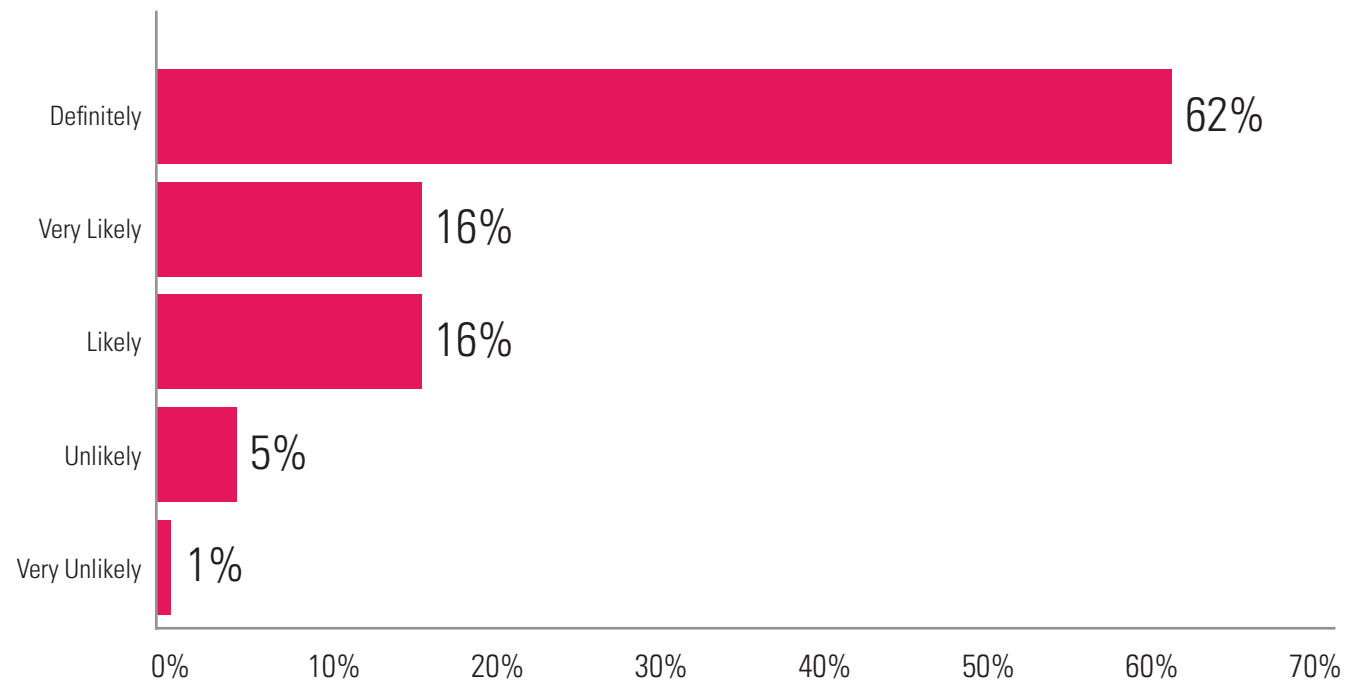


How likely are you to attend Fashion Week El Paseo in the future?

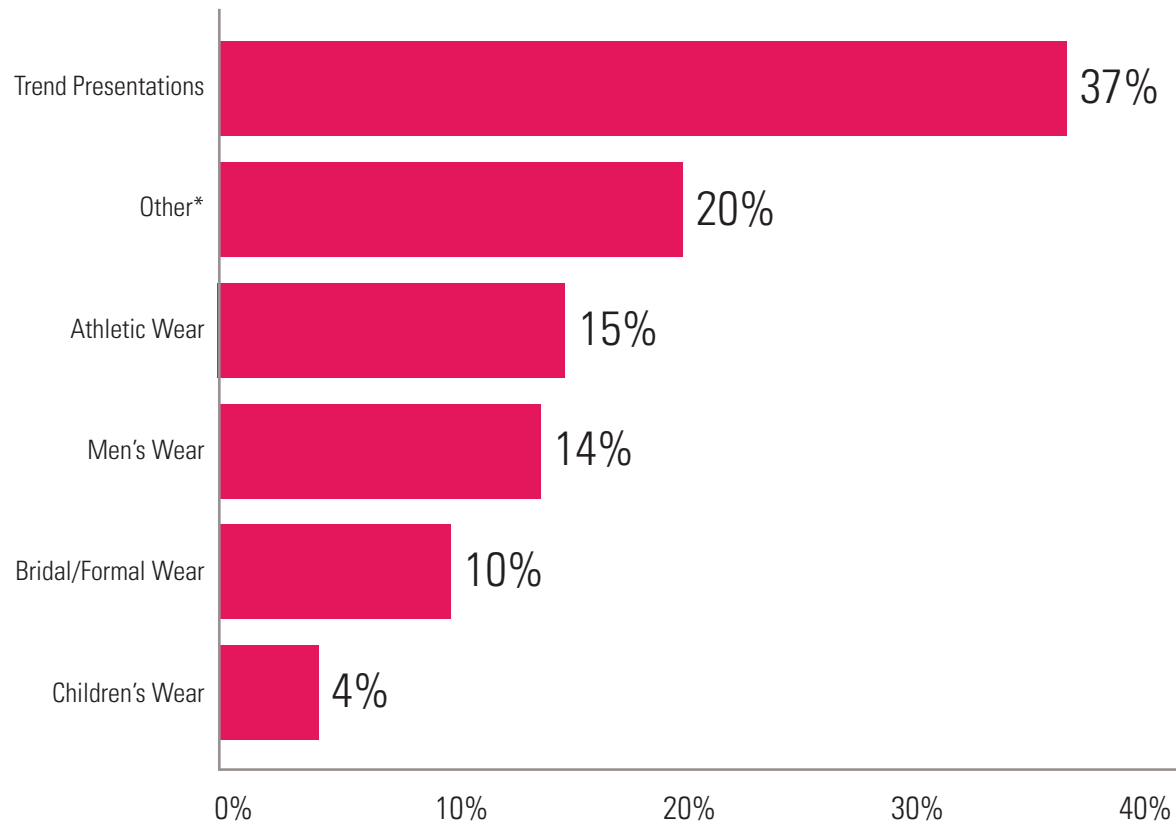




How likely is it you would recommend Fashion Week El Paseo to a friend, family member, or colleague?

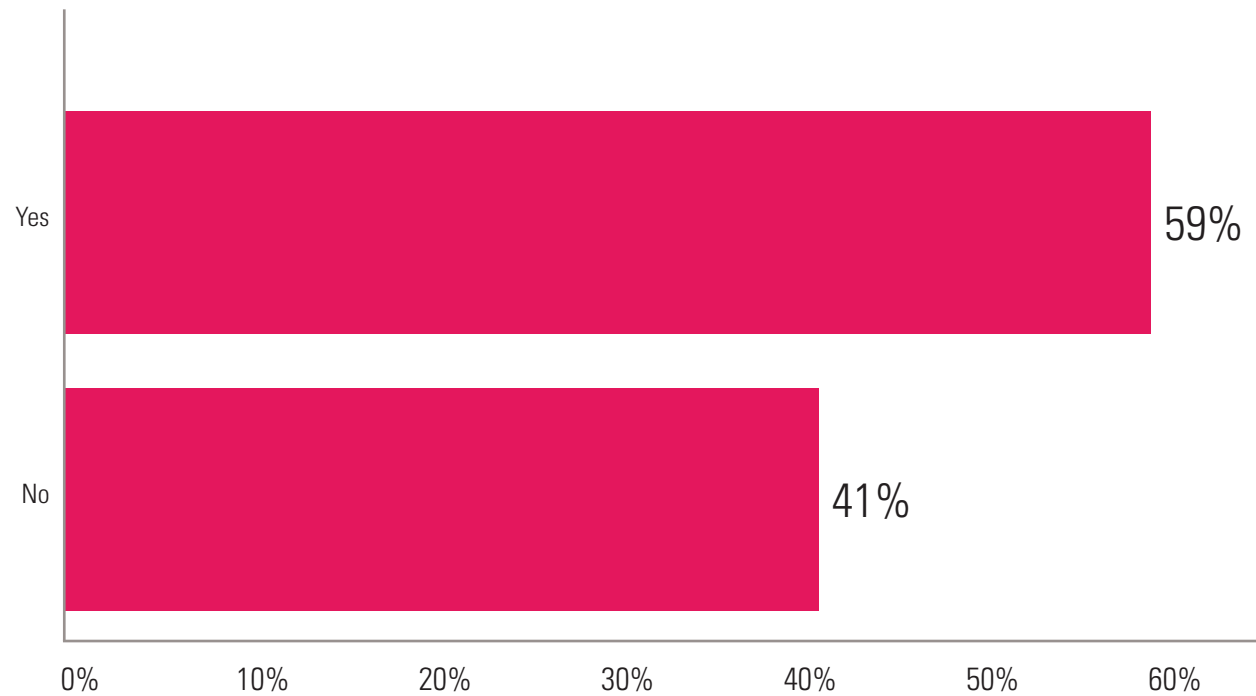


What additional fashion events would you like to see added?

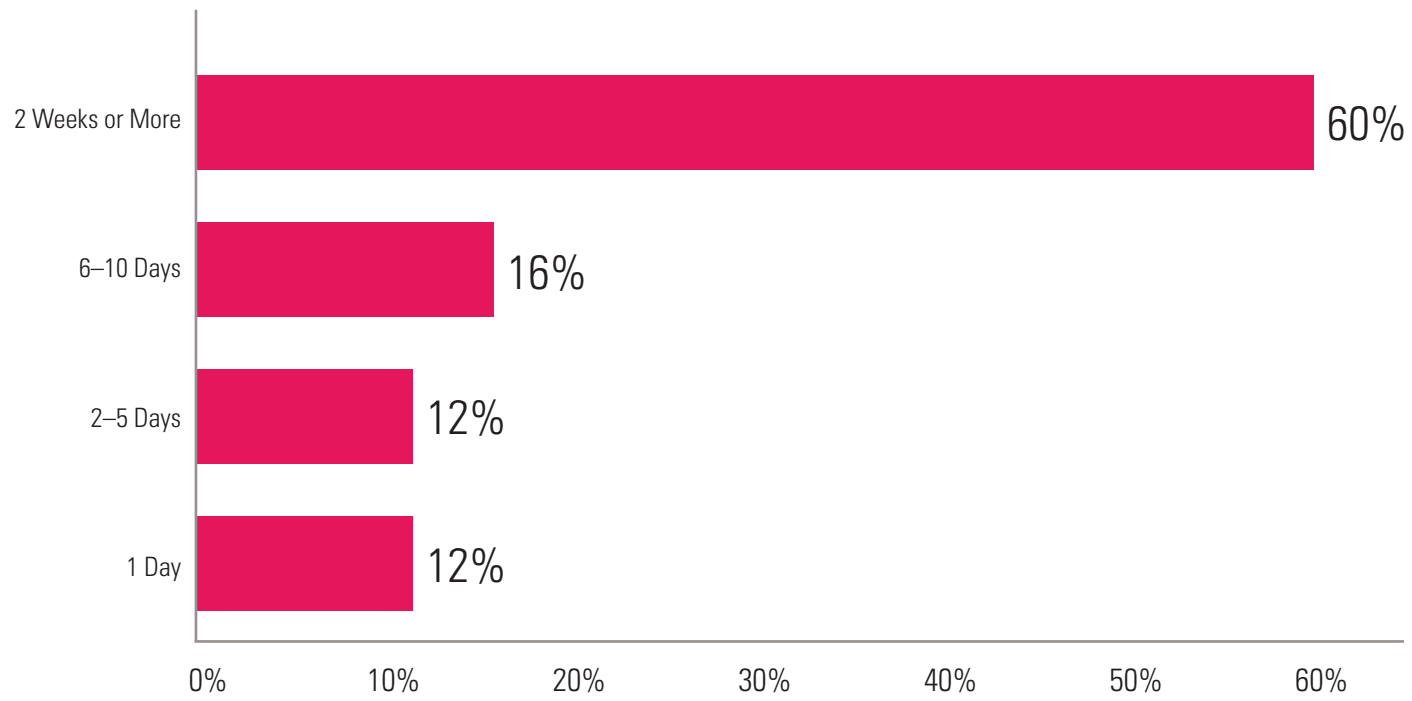


\*Other Includes: Swim & Beach Wear, Resort Wear, Cruise Fashions, Vintage, Mature Women's Styles, Plus Size Styles & Shoes

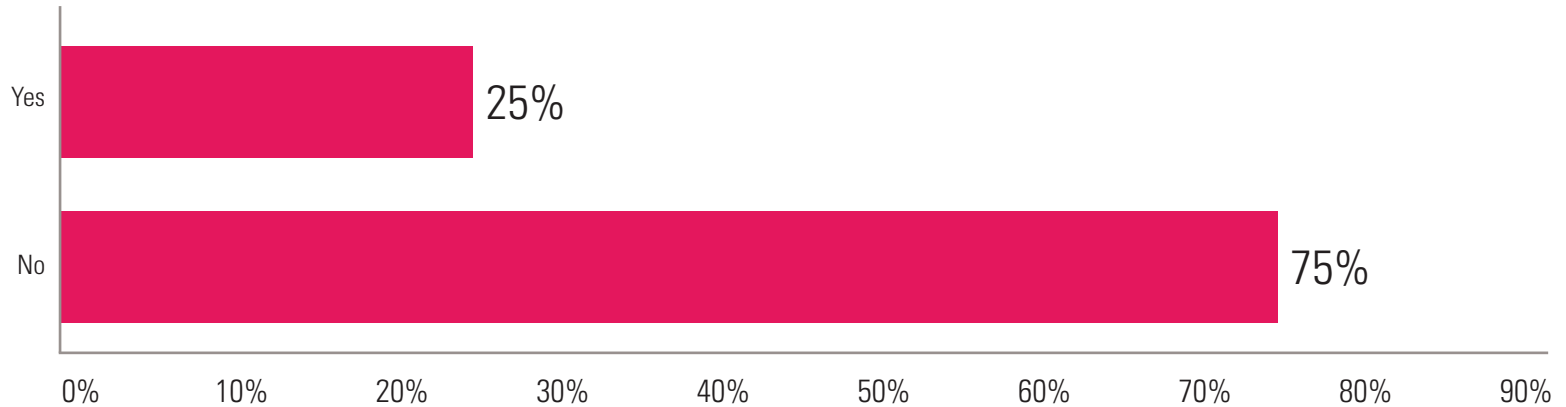
Did you stay overnight in the greater Palm Desert area?



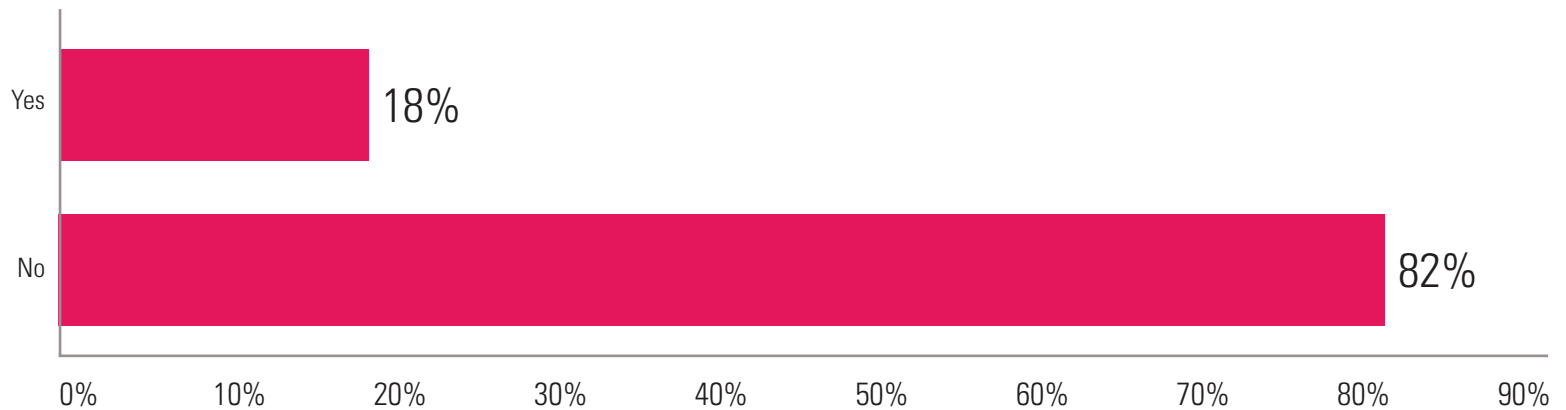
How long was your visit to the greater Palm Desert area?



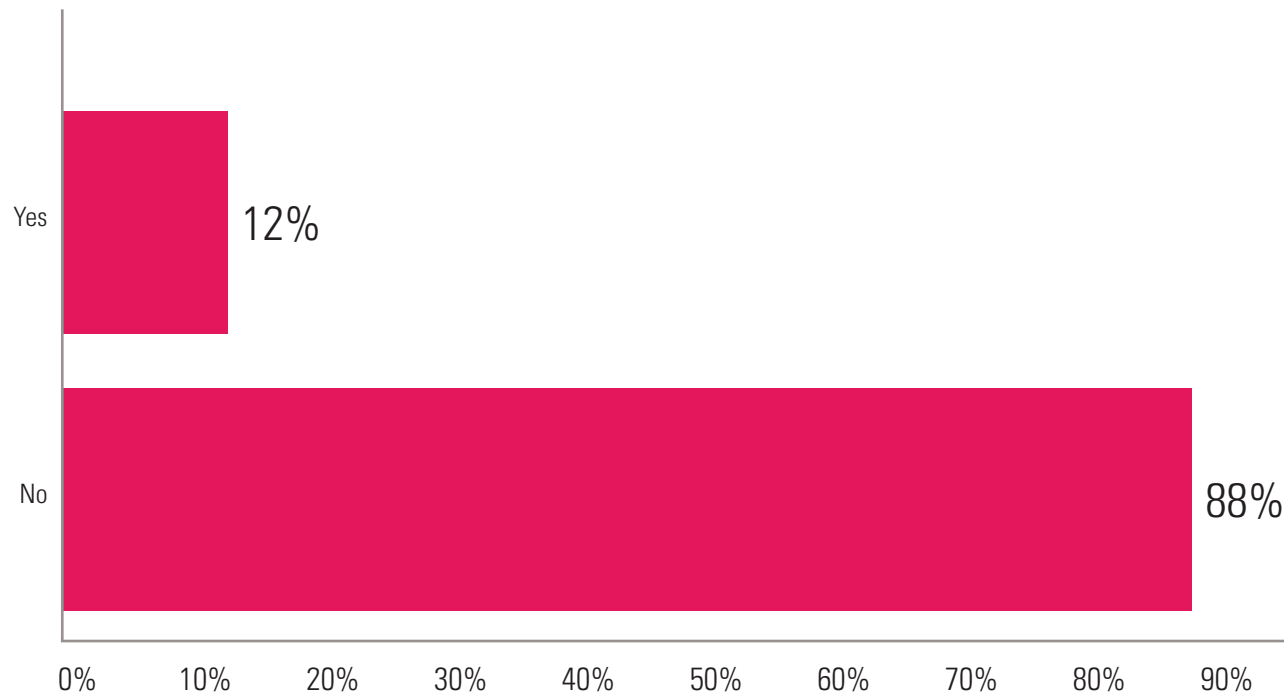
Did you visit Greater Palm Springs specifically for Fashion Week El Paseo?



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

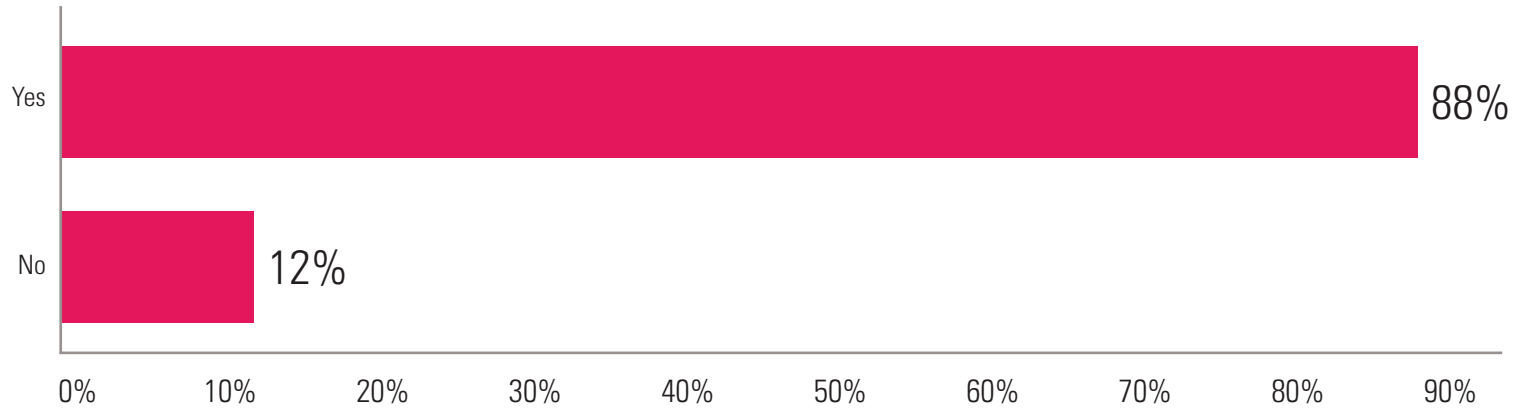


Did you fly to greater Palm Desert to attend Fashion Week El Paseo?

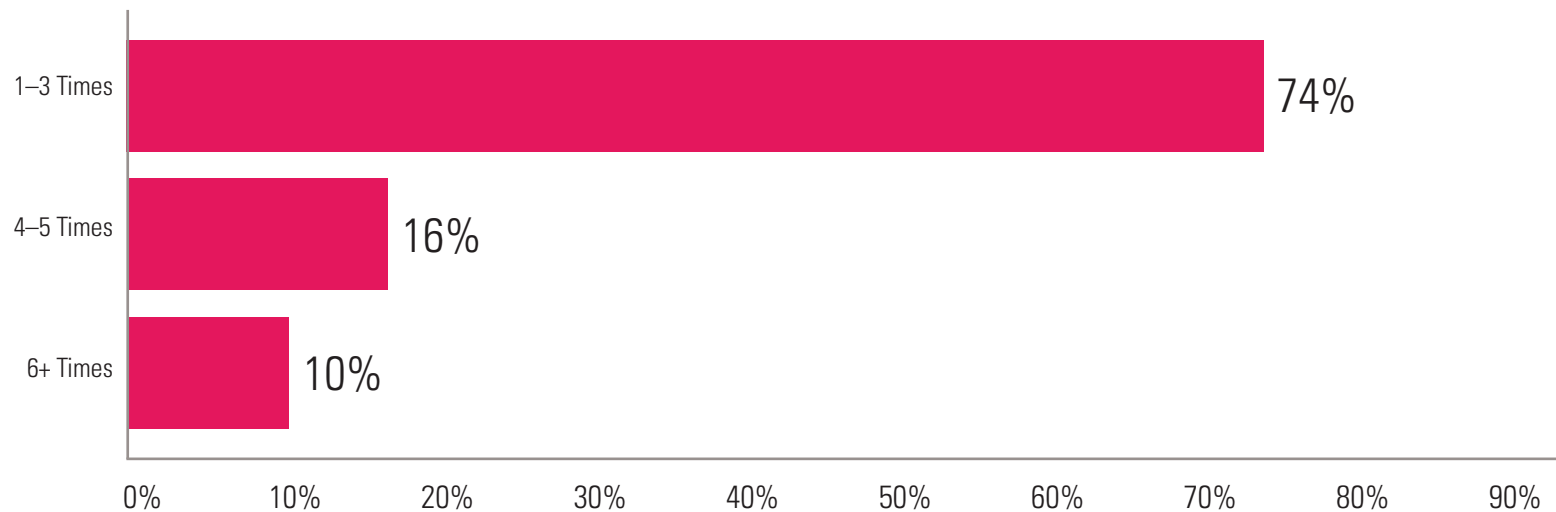


*\*Airlines Flown Included: Air Canada, Alaska Airlines, Allegiant Air, Delta Airlines, Southwest Airlines, United Airlines & WestJet*

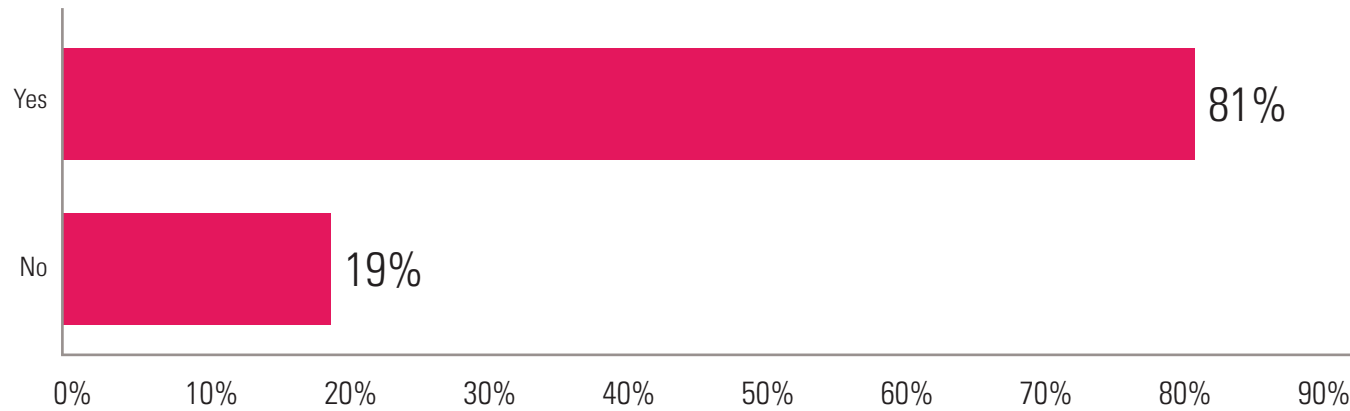
Did you dine out during Fashion Week El Paseo?



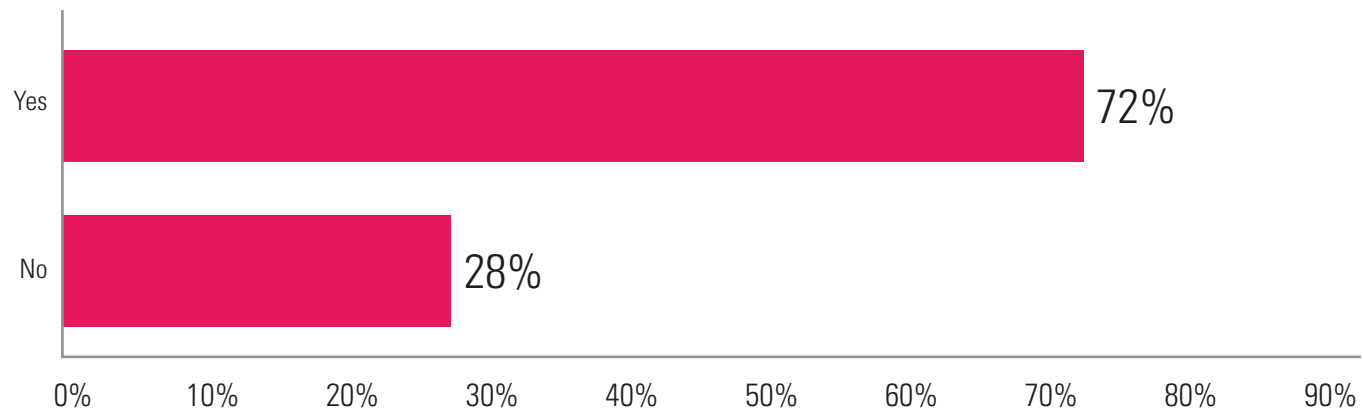
If you answered "Yes," how many times did you dine out?



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



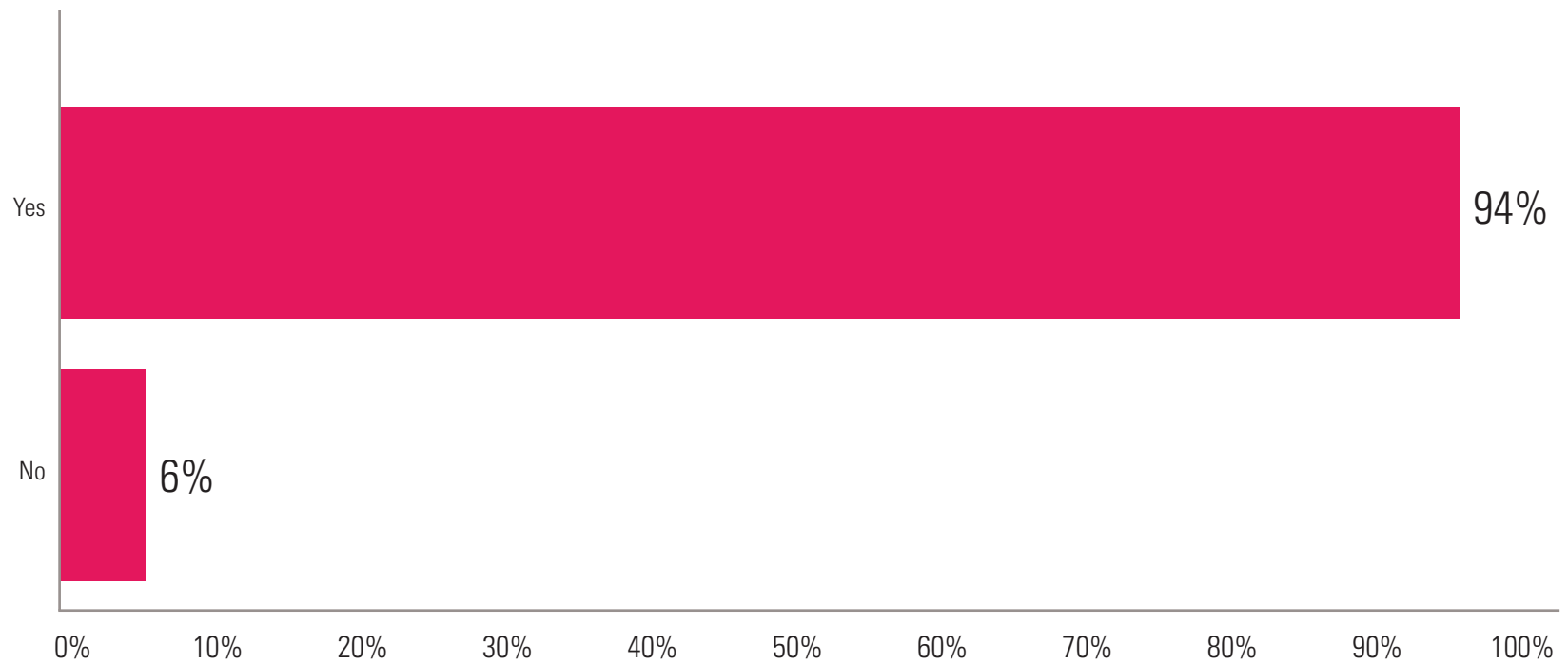
If you answered "Yes", did you make any purchases?





Do you plan to attend Fashion Week El Paseo 2024?

*(March 15–21, 2024)*





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# *Thank You!*

Let Fashion Week El Paseo work for you –  
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