

# THE PHILADELPHIA COLLECTION 2010

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## **FOR IMMEDIATE RELEASE**

### **MAYOR MICHAEL A. NUTTER LAUNCHES AN EXCITING CITYWIDE INITIATIVE: THE PHILADELPHIA COLLECTION 2010 *10 days of Fashion & Style, from September 23 to October 2***

**(PHILADELPHIA) August 26, 2010** – Yesterday, Mayor Michael A. Nutter announced details of *The Philadelphia Collection 2010*, a series of fashion and style events that will take place across the city, from Thursday, September 23 to Saturday, October 2.

The core of this new series brings together independently produced fashion events that have already been part of Philadelphia's style calendar, and, under the umbrella of The Philadelphia Collection 2010, will be promoted together, with new events, within a cohesive marketing plan. The initiative is the result of a partnership between the Office of the City Representative, Center City District and The Philadelphia Retail Marketing Alliance.

"Philadelphia is rich in talent in the fashion and retail community," said Mayor Nutter. "Our goal is to ensure a very healthy and robust retail and design industry, while stepping up the visibility of our existing retailers and designers. We are proud to create an event in which the entire city can be involved, whether it's retailers hosting a trunk show or panel discussion, or consumers coming out to enjoy these great events."

Retailers, boutiques, stylists, designers, modeling agencies and design schools are all represented as part of the schedule of events over the ten day series.

Featured events include Phashion Phest (now in its 17<sup>th</sup> edition); Macy's Fall Fashion Show with guest Nigel Barker; two Nicole Miller events including an "EcoArts" event with Philadelphia's own world-renowned architects Venturi Scott Brown & Associates; the Rittenhouse Row Fall Gathering; Boyds "La Bella Vita" event with the Italian Trade Commission; the FBH Fashion and Style Show; Ron Wilch's "Taking the Streets" fashion show and live concert; Student Window Designs at The Gallery at Market East, with The Art Institute, Unique Memories

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and TP Enterprise.

“Presenting these fashion events – whether established and familiar or new and innovative – under one marketing and promotions brand, The Philadelphia Collection 2010, makes it easier for residents, consumers, and visitors to get information in one place,” said Melanie Johnson, City Representative. “Retailers and other partners will have our brochures in their stores, and a new website will be ready very soon to help people decide which events they want to attend. We’re excited about the possibilities this marketing strategy will bring to the City and to our valued retailers and area design programs.” The website can be found later in the month at [www.thephiladelphiacollection.org](http://www.thephiladelphiacollection.org).

One of Philadelphia’s most iconic anchors, Macy’s, will be promoting the 10-day series throughout the region. “Macy’s is extremely excited and proud to be a part of this wonderful city initiative designed to highlight our impressive fashion community here in Philadelphia. As a national retailer, an event like this helps us to strengthen and build relationships with community partners in the industry, while learning more about what Philadelphia’s fashion talent has to offer,” said Ed Goldberg, Macy’s SVP of External Affairs.

Main sponsors and supporters of *The Philadelphia Collection 2010* are the City of Philadelphia, the Center City District, the Philadelphia Retail Marketing Alliance, Philadelphia Style Magazine, 10 Rittenhouse Square, MY 106.1 FM, and the Philadelphia Inquirer. Additional support comes from Reinhard Model and Talent Agency, and Bart Blatstein and Tower Investments, with others pending.

A complete list of all events, free movies, workshops, trunk shows, and in-store events will be available on the website listed above.

## **About The Philadelphia Collection 2010**

*The Philadelphia Collection 2010* is a series of fashion and style events that will take place throughout the city from September 23 to October 2, 2010. The fashion series is designed to promote the city and all aspects of its fashion economy, including its impressive “collection” of retailers, boutiques, stylists, designers, modeling agencies, design schools and fashion/design students. Events are independently produced by local producers and retailers and will include fashion shows, trunk shows, lectures, movies, live music and more. Founding partners are the City of Philadelphia, the Philadelphia Retail Marketing Alliance ([www.philadelphiaretail.com](http://www.philadelphiaretail.com)) and the Center City District.