

The Mall at Millenia's

# 2010 FASHION WEEK



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> It's that time of year when summer starts to fade away, the temperature slowly starts cooling down, and the fashion of the season makes its way into every store. The anticipation of what the designers have chosen for us this season is the most enticing part about doing a little revamping to your wardrobe. There is no doubt that for the past five years the Mall at Millenia has put on a world-class week of presenting all the luxuries of fashion held in its beautiful Grand Court. Presenting yet another exceptional eight full days of fashion shows, make-up displays, in-store promotions and Champagne receptions engaged we "fashionistas," in the most exquisite ensembles to keep us looking trendy. From edgy Ed Hardy to chic Chanel there is no doubt that this year was by far the best we've seen yet.

Kicking off the week was the Fashion Forward Fashion Show hosted by E! News Anchor, Giuliana Rancic. The stunning fall fashion trends were displayed and beautifully put together by Orlando stylist, Melanie Pace. Coming down the runway were this season's most cutting edge fashions from Ed Hardy, Bebe, Betsey Johnson, True Religion, BCBG Maxazria, Maxstudio, and Anthropologie. As if the excitement from the fashion show wasn't satisfying enough, the complimentary refreshments, in-store promotions, and Champagne reception soon to follow were a perfect ending to the day and a perfect start to the week ahead. The fashionable attendees of the Champagne reception enjoyed drinks, hors d'oeuvres, and mingling with Giuliana as she made her way around the event acknowledging every guest.

Day two of Fashion Week continued on with the Runway to Hope Champagne Brunch and Fashion Event to benefit Arnold Palmer Hospital for Children Pediatric Clinical Tri-

als and Research for Neuroblastoma hosted again by Giuliana Rancic along with event chairs Mark and Josie Nejame. Included in this delicate event were a delicious brunch, luxury fashion show, and in-store activities all to benefit the organization. The fashion show included top designers such as Gucci, Jimmy Choo, Neiman Marcus, Salvatore Ferragamo, St. John and Tory Burch, which resulted in a truly glamorous event for a good cause. It wasn't long before the attendees made their way out of the Grand Court and up to the second level to indulge in some shopping with Giuliana as she did a little shopping herself.

Continuing on, the week of emerging fashions was a runway extravaganza held by nine talented design students from the International Academy of Design and Technology. Hosted by Jayde of Johnny & Jade Morning Show - XL 106.7, the up and coming designers were chosen out of 400 students to present the most unique items from their collection resulting in a remarkably impressive show.

The term "going out with a bang" is the best way to describe the closing to Fashion Week. MAC Cosmetics Venemous Villains Event was a memorable grand finale as the Grand Court décor was decorated with movie set props, a live DJ, and complimentary makeovers. With a lot of help from Mall at Millenia, there is no question as to what your wardrobe should include this season. The Mall at Millenia's outstanding staff made this fashion week fun, exciting and memorable, leaving us longing for the next one! <

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Photo: Concrete Lion Pictures, LLC  
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