



FOR IMMEDIATE RELEASE
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**SOUTH COAST PLAZA PRESENTS SOUTH COAST PLAZA STYLE:
AN EVENING OF FALL FASHION, SHOPPING AND DINING**

COSTA MESA, Calif. — South Coast Plaza will celebrate the fall fashion season on Tuesday, October 5 with the launch of **South Coast Plaza Style**, a high-octane evening of fashion, beginning with a runway show in Jewel Court, followed by over 100 in-store events. The evening is in partnership with the Council of Fashion Designers of America (CFDA) and its charitable initiative *Fashion Targets Breast Cancer®*.

The event, from 6 pm to 10 pm, is part of a week of fall fashion at the shopping center that celebrates its portfolio of retail stores and restaurants.

Over 100 South Coast Plaza retailers are participating in the evening, which is the first of its kind at the shopping center. **Some highlights include:**

- A runway show featuring ready-to-wear from: Chloé, Dior, Emilio Pucci, Ermenegildo Zegna, Fendi, MaxMara, Oscar de la Renta, Roberto Cavalli, Saks Fifth Avenue, Salvatore Ferragamo, Valentino and Yves Saint Laurent
- Barneys New York CO-OP will feature exclusive products and appearances:
 - Naked & Famous has designed a limited-edition jean exclusively for the South Coast Plaza event.
 - Designer Andrea Lieberman from ALC will be in-store showing off her new Resort line
- Mikimoto will offer Japanese calligraphy
- Louis Vuitton personalization event
- Candy bar at Anne Fontaine
- "Hair metal" cover band at Paul Frank
- Much, much more

There will be a signature South Coast Plaza tote bag as a gift with purchase and students from the Fashion Institute of Design & Merchandising (FIDM) will be on hand to assist with the evening's festivities.

South Coast Plaza will make a donation to CFDA's *Fashion Targets Breast Cancer®* and Hoag Hospital Foundation.

"South Coast Plaza Style showcases 360 degrees of fashion," said Debra Gunn Downing, Executive Director of Marketing for South Coast Plaza. "It celebrates all the freshest elements of great style that our retail collection represents, from runway looks to fast fashion to the latest cuisine."

About South Coast Plaza

South Coast Plaza is the crown jewel of shopping on the West Coast, and is recognized internationally for its unparalleled collection of over 250 boutiques, award-winning restaurants, spas and the adjacent world-renowned Segerstrom Center for the Arts. Its stellar cast of diverse retailers — from Oscar de la Renta, Balenciaga, Hermès and Harry Winston to Tory Burch, Barneys CO-OP, J. Crew, H&M and more — makes it Southern California's premier shopping experience. South Coast Plaza is located in Orange County, California, in the city of Costa Mesa. For more information, visit www.southcoastplaza.com or telephone (800) 782-8888.