

# THE PHILADELPHIA COLLECTION 2011

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## **FOR IMMEDIATE RELEASE:**

### **THE PHILADELPHIA COLLECTION TO RETURN THIS FALL**

*Series of Fashion & Style Events from September 12 to September 24*

(PHILADELPHIA, PA) - The Office of the City Representative, Center City District, and The Philadelphia Retail Marketing Alliance have announced that *The Philadelphia Collection* will return this fall season. The series of independently-produced fashion & style events will take place throughout the entire city of Philadelphia from September 12 to September 24.

The Philadelphia Collection was founded in 2010 with a mission to promote the city and all aspects of its fashion economy, including its impressive “collection” of retailers, stylists, designers, modeling agencies, design schools and more. More than 70 events took place throughout ten days attracting hundreds of attendees and engaging members of the fashion and style community to celebrate all things fashion in Philadelphia.

“Last year’s inaugural Philadelphia Collection achieved astonishing results. Not only did it help drive business to the city’s retailers and designers, but it turned a spotlight on our style community and significantly strengthened Philadelphia’s presence on the map of having a healthy and robust retail and design industry,” said Melanie Johnson, Office of the City Representative. “It was a no-brainer to bring the Collection back this fall.”

The Philadelphia Collection encompasses independently-produced fashion events already established on Philadelphia’s style calendar, along with new events designed to engage consumers and celebrate fall fashion.

This season, The Philadelphia Collection 2011 will feature participation of the city’s top fashion and style establishments offering more than 75 fashion-related events. This year’s Collection will also introduce a series of thought-provoking, fashion-themed panel discussions featuring experts from across the country. *Behind The Brand: Entrepreneurial Fashion* will feature Marc Worth, CEO, Stylus Network; Rachel Leigh, Owner, Rachel Leigh Jewelry; Neil Blumenthal, Owner, Warby Parker; Craig Von Schroeder, Owner, Commonwealth Proper; and Mary Dougherty, Owner, Nicole Miller Philadelphia Franchise. Other panels include *Basics of Fashion Blogging*, *The Ethical Fashion Movement*, *Fashion Journalism and Public Relations*, and *Managing Your Brand: The Business of Fashion*.

Since the inception of The Philadelphia Collection, the city has received increased national attention from the media, retailers, and visitors—a result of the Collection’s goal to showcase Philadelphia’s flourishing fashion economy and create awareness that

Philadelphia is indeed a shopping destination. Philadelphia has since attracted new international and national retailers, including Jack Wills, Barbour, Free People, Athleta, Papilio, and Laila Rowe, soon to be opening in Center City.

“Earlier this year, Philadelphia was named one of America’s top 10 shopping cities by Forbes,” said Michelle Shannon, Vice President, Marketing & Communications for Center City District. “As our retail and design talent continue to strengthen and flourish, it’s important to showcase and step up the visibility of these individuals and businesses, and we feel that the Collection does just that.”

This year, The Philadelphia Collection will coincide with Center City District Restaurant Week presented by TD Bank, allowing restaurants from across the city to host fashion events, offer a special ‘fashionable’ menu item, or beverage option for the duration of The Philadelphia Collection. Restaurant Week’s special menus will be available from September 12 to September 16, and September 18 to September 23—presenting the perfect opportunity for Philadelphia Collection visitors to take advantage of its menu offerings, which include three-course dinners for \$35 or three-course lunches for \$20.

Additional details of The Philadelphia Collection 2011, including more than ten “Featured” events and a grand finale event to conclude the series, will be announced at the September 8<sup>th</sup> press conference held on Philadelphia’s historic Fabric Row on Fourth and Bainbridge Streets.

Main sponsors and supporters of The Philadelphia Collection 2011 are the City of Philadelphia, the Center City District, the Philadelphia Retail Marketing Alliance, Philadelphia Style Magazine, Arrow Swim Club, and MY 106.1 FM. Additional support comes from Four Seasons Hotel, Hotel Palomar, The Rittenhouse Hotel, Sofitel Hotel, Expressions Model and Talent Agency, FBH The Agency, Reinhard Model and Talent Agency, Wilhelmina Models, Apple Store Walnut Street, Ballard Spahr LLP, and Skai Blue Media.

View the complete schedule of events at [www.thephiladelphiacollection.org](http://www.thephiladelphiacollection.org). Join the conversation on twitter @philacollection and [facebook.com/thephiladelphiacollection](https://www.facebook.com/thephiladelphiacollection).

### **About The Philadelphia Collection 2011**

*The Philadelphia Collection 2011* is a series of fashion and style events that will take place throughout the city from September 12 to the 24th. 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 include fashion shows, trunk shows, lectures, movies, panel discussions by experts, and more. Founding partners are the City of Philadelphia, the Center City District, and the Philadelphia Retail Marketing Alliance ([www.philadelphiaretail.com](http://www.philadelphiaretail.com)). Visit [www.thephiladelphiacollection.org](http://www.thephiladelphiacollection.org) to see the complete schedule of events. Join our conversation on twitter @philacollection and [facebook.com/thephiladelphiacollection](https://www.facebook.com/thephiladelphiacollection).