Sophistication and Style to Rock the Runway

at the Paramount Theatre

The newest looks of the season take center stage September 20th with the third annual Downtown Seattle Rocks the Runway

Seattle (Aug. 22, 2013) – What will be this season’s “galactic-Amish”? There’s an event for that.

The hottest looks of the season, emerging fashion trends and Downtown Seattle’s favorite retailers will hit the stage for the third annual Downtown Seattle Rocks the Runway fashion show, hosted by Delta Airlines and KeyBank at The Paramount Theatre on Saturday, September 20.

Emceed by Seattle Met Style Editor Laura Cassidy and KIRO-TV traffic reporter Alexis Smith, Downtown Seattle Rocks the Runway kicks an evening full of fashion, food and philanthropy. Seattle Met’s Cassidy coined the description “galactic-Amish” two years ago to label a look that married seemingly opposing styles, and she notes to be on the lookout for a new twist on a regional staple this season.

“Fashion is so funny sometimes. Loads of important designers, big retailers, and international style editors are calling this fall a major coat season. Isn't every fall a coat season? Especially around here?” said Cassidy. “There's a difference with this coming set of styles, though; there are some really innovative shapes, cool color combinations, and a lot of general far-out beauty when it comes to toppers. The idea is that you probably won't want to take your coat off—at an event, while having cocktails—because it's just so great looking. And in Seattle, that's a strategy that works. Your coat is often your outfit, so let's get ready for some good ones."

The Downtown Seattle Association, the Metropolitan Improvement District and Seattle Met, are extending an open invitation to celebrate Downtown retailers and the fall season (or, the coat season) with the return of the Emerald City’s premier benefit fashion show.
Clothing and accessories continue to be a major shopping driver in Downtown generating more than $465-million in taxable retail sales in the most recent reporting period, representing 40-percent of total taxable retail sales.

“Retail is a vital piece of the Downtown economy. We’ve seen firsthand how local retail has grown over the past four decades, but the potential is there for our sector to be even stronger,” said Butch Blum, owner of Butch Blum, celebrating its 40th year in Downtown. “An event like Downtown Seattle Rocks the Runway can help showcase the many local retailers and unique fashion in our community.”

**What:** Delta Airlines and KeyBank will present *Downtown Seattle Rocks the Runway*, Downtown Seattle’s third annual fashion show at The Paramount Theatre. The runway show will give 500 seated ticket holders a close-up view of some of Seattle’s finest autumn clothing and accessories with music provided by KEXP 90.3 FM.

*Seattle Met* will stage “red carpet” photos for everyone attending the event dressed to impress. Ticket holders also will enjoy cocktail receptions and raffle prizes, with VIP and VVIP attendees enjoying a hosted after-party at Pan Pacific Hotel.

**Where:** The Paramount Theatre, 911 Pine St.

**When:** 6:30 – 9 p.m. Saturday, Sept. 20

**Admission:** Fashion show tickets for general admission, VIP and VVIP access are available for $50, $125 and $175 respectively and may be purchased through the [Seattle Theatre Group’s website](http://www.DowntownSeattle.com/runway).

General Admission ticket holders will receive seated access to the show, swag bags, cocktails and appetizers. VIP ticket holders will receive premier seating for the show, deluxe swag bags, access to the Roche Bobois lounge and reception, and courtesy valet parking. New this year, VVIP attendees will enjoy all of the above VIP treatment, plus front-row seating for the runway show, backstage access before the event and access to the exclusive after party at Pan Pacific Hotel with drinks provided by ZICO beverages.

**FASHION SHOW TIMELINE**

6:30 p.m.: Check-in

7 – 8 p.m.: The evening begins with a cocktail and hors d’oeuvres reception featuring fine wines and drinks courtesy of American Harvest Organic Spirits, The Pike Brewing Company, Icicle Ridge Winery and Sparkling Ice. Tom Douglas Catering will provide small bites. LUNA will provide nutrition bars and Trophy Cupcakes will be passing out sweet treats.

8 p.m.: Fashion show begins with more than 80 autumn looks from participating Downtown retailers, including Butch Blum, Club Monaco, Columbia Sportswear, Eileen Fisher, The Finerie + CoLab, Mario’s, Mountain Hardwear, Nordstrom, OSKA, sandylew and Suitsupply. In addition, Aveda is providing beauty products and Gary Manuel will style the models’ hair for the runway show.

**Charity Beneficiary:** Net proceeds from ticket sales will fund Junior League of Seattle and the organization’s programs for child advocacy, childhood nutrition and life skills development for girls in the state’s foster care system among others.

**Runway Show Retail Participants:** Butch Blum, Club Monaco, Columbia Sportswear, Eileen Fisher, The Finerie + CoLab, Mario’s, Mountain Hardwear, Nordstrom, OSKA, sandylew and Suitsupply.

**Runway Show Sponsors:** Aveda, Gary Manuel, Kimpton Hotels + Restaurants, Mercedes-Benz of Seattle, Metropolitan Improvement District, Roche Bobois, and Tagboard.

Media Partners: KEXP 90.3FM, KIRO-TV and *Seattle Met* magazine

Those partaking in Downtown Seattle Rocks the Runway events are encouraged to use the social media hash tag, #SEArunway. For details and updated information on all participating retailers and restaurants, go to [http://www.DowntownSeattle.com/runway](http://www.DowntownSeattle.com/runway).

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About the Downtown Seattle Association
Established in 1958, the Downtown Seattle Association (DSA) is a member-based non-profit organization that champions a healthy, vibrant urban core. By advocating on behalf of business, non-profit, arts and residential interests throughout Downtown Seattle, DSA ensures that Downtown is a world-class place to live, work, shop and visit.

About the Metropolitan Improvement District
The Metropolitan Improvement District is a service district which provides streetscape cleaning, human services outreach, hospitality and public safety services, marketing to increase pedestrian traffic, advocacy for transportation solutions, as well as research and market analysis for businesses interested in locating Downtown. Founded by the Downtown Seattle Association in 1999, the MID is financed through an assessment on Downtown commercial and residential property owners across 285-square-blocks in Downtown Seattle.

About SagaCity Media, Inc.
SagaCity Media Inc., parent company of Seattle Met, Portland Monthly, Aspen Sojourner, Park City Magazine, Vail-Beaver Creek Magazine, Portland Bride & Groom, Seattle Met Bride & Groom, Out Aloha, Out City and 18 other custom and editorial publications. Seattle Met and Portland Monthly are both currently among the top 10 biggest-selling city magazines in the nation, and are the no. 1 selling magazines in their respective markets, over all national and regional titles.