

RANCH & COAST

San Diego's Luxury Lifestyle Magazine

October 2008

Readers' Favorite
North County
Restaurants

2008 Kitchen
Contest Winner

23 Great Things
About Downtown

Simon Fashion Now

San Diego Sizzle

Wolfgang Puck



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Simon Fashion Now

On October 24-25, Fashion Valley will host its first-ever celebration of style with two days of runway fashion shows and events highlighting stunning looks from M Missoni, Max Studio, Henry Bendel, Betsey Johnson, Tory Burch, CH Carolina Herrera, Jimmy Choo, Just Cavalli, and more. Celebrity style expert Robert Verdi of E!'s *Fashion Police* fame will be on hand to share the latest style trends, while Simon "Style Stops" will offer beauty and product demonstrations led by experts from Sephora, Kiehl's, and more. Guests will also enjoy exciting in-store events and exclusive store discounts.

"Designed to highlight popular and seasonal fashion trends, Simon Fashion Now stands apart from the usual fashion week events because the concept is built around accessibility," says Francine Miley, director of marketing and business development at Fashion Valley. "Anyone attending a Simon Fashion Now show can walk directly into a participating retailer's store to purchase the featured look." Runway shows take place Friday, October 24 at 7pm and Saturday, October 25 at 2pm, 4pm, and 7pm.

(619/688-9113, www.simon.com) — Mia Stefanko, photography by Steve Drimmel, hair and makeup by Paula Mayer, wardrobe styling by Pam Wilson, shot on location at Fashion Valley

Aviva is wearing a silk pastel floral CH Carolina Herrera belted dress from CH Carolina Herrera with silver Charles David sandals from Charles David — both at Fashion Valley



Jessica is wearing a Max Studio art nouveau silk blouson silhouette dress in a Klimt pattern with beading at the neckline with tall brown Max Studio "Zemo" boots, and Aviva is wearing a Max Studio limited edition art deco twisted blouson hemline shirt with boot-cut trousers, a textured silk and wook pique jacket, and Max Studio "Zander" platform booties — all from Max Studio at Fashion Valley



Allison is wearing a Betsey Johnson tartan plaid strapless corset dress and disco charm bracelet with "Tiana" black patent leather booties from Betsey Johnson; and Feben is wearing Tory Burch "Pacey" riding pants, a "Nitzzi" wide leather belt, purple "Simone" cardigan with signature buttons, white cotton poplin shirt, and "Mary" tall black leather zipper boots from Tory Burch at Fashion Valley



Allison is wearing a Betsey Johnson taffeta shirred sheath dress with bow belt and a peacock gold necklace from Betsey Johnson, and Charles David gold sandals from Charles David; and Jessica is wearing an M Missoni jewel-tone slip dress from M Missoni, bronze Charles David T-strap sandals from Charles David, and a Tory Burch bronze logo clutch from Charles David — all from Fashion Valley