

**FASHION'S  
NIGHT  
OUT  
SEPT.10  
2010  
GEORGETOWN  
DC**

## **Fashion Forward Georgetown Leads Washington, D.C.'s Fashion's Night Out Celebration for September 10, 2010 Global Event**

*Georgetown hosts an evening of shopping, energy and celebration of the fashion industry during the annual Fashion's Night Out event*

WASHINGTON, D.C. (June XX, 2010) – Georgetown, D.C. will join the likes of other renowned fashion destinations such as London, New York and Rodeo Drive in participating as an official regional host of **Fashion's Night Out** on September 10, 2010. The fashion forward neighborhood will join over 16 (and growing) other cities around the globe to bring this much talked about fashion celebration founded by Conde Nast & *Vogue Magazine* in 2009, to DC. Fashion's Night Out Georgetown will boast an exciting evening full of spectacular fashion events, special discounts and promotions, and extended shopping hours with merchant-hosted events.

*"Fashion's Night Out is one of the biggest and most exciting global fashion events to ever come to DC, and Georgetown is absolutely thrilled to be the neighborhood leading the efforts for DC,"* said Nancy Miyahira, marketing director at the Georgetown Business Improvement District (BID). *"We are inviting all DC area fashionistas to come celebrate the fashion industry with an energetic and memorable evening in DC's renowned fashion district."*

Hosted by a special committee of DC's most style savvy media professionals, stylists and socialites, Georgetown's Fashion's Night Out will bring together local retailers, restaurants, salons, spas and other merchants for the evening, making Georgetown the place to be on September 10.

Fashion's Night Out is an unprecedented global initiative created by *Vogue Magazine* and the CFDA (Council of Fashion Designers) last year to celebrate fashion, restore consumer confidence, boost the industry's economy, and put the fun back in shopping. For style mavens who may not yet have heard of Fashion's Night Out, CBS will air the making of Fashion's Night Out in an hour-long, prime-time special on Wednesday, September 15, at 8 p.m. EST. A must-watch to see what goes into the making of one of the biggest fashion events of the year!

### **About the Georgetown Business Improvement District**

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information please visit [georgetowndc.com](http://georgetowndc.com). Follow Georgetown on Twitter: [twitter.com/georgetowndc](https://twitter.com/georgetowndc).

Georgetown was named "Best Neighborhood for Shopping" in Washington, D.C. by Washington City Paper's 2010 "Best Of" Reader's Poll. The two-time winner also picked up 12 other wins and nine runners-up including "Best Cupcake" at Georgetown Cupcake, "Best Window Display" at Anthropologie, and runner-up for "Best Clothing Boutique" at Urban Chic.

### **About Fashion's Night Out**

Fashion's Night Out (FNO) is an unprecedented global initiative created to celebrate fashion, restore consumer confidence, boost the industry's economy, and put the fun back in shopping. For one night last September, in New York City and twelve other cities around the world, designers, celebrities, models, and fashion editors staged exciting, one-of-a-kind events in stores open after-hours to the public. Retailers saw a surge of new shoppers and increased sales, while customers relished the street-party atmosphere. This year, New York City's Fashion's Night Out is expected to be much bigger and more exciting than last year's celebration. FNO will host the largest public fashion show to take place in New York City's history with more than 200 models modeling trends chosen by *Vogue* editors themselves. FNO NYC kicks off the beginning of New York's famed and iconic Fashion Week where designers will gather at first-year venue Lincoln Center to show their 2011 spring collections.

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