

Mercedes-Benz Fashion Week

at **SMASHBOX** STUDIOS

FOR IMMEDIATE RELEASE

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MERCEDES-BENZ FASHION WEEK AT SMASHBOX STUDIOS SPONSORSHIP ROSTER ANNOUNCED FOR SPRING 2005 COLLECTIONS, OCTOBER 25-29, 2004

(October 19, 2004, Culver City, CA) – The Spring 2005 sponsorship roster for Mercedes-Benz Fashion Week at Smashbox Studios, October 25-29th, was announced today. **Mercedes-Benz** returns as title sponsor along with **American Express, Smashbox Cosmetics, Evian, LG Mobile Phones, Silhouette, Judith Ripka, Cotton Incorporated, Mondrian, Blowfish Sushi** and media partners **Los Angeles Confidential, California Apparel News** and **Allure Magazine**. Corporate sponsors provide a variety of services and benefits to designers and to the thousands of guests who attend the shows each season.

For the fourth consecutive season, **Mercedes-Benz** will be the title sponsor of Mercedes-Benz Fashion Week at Smashbox Studios and is driving several unique fashion initiatives. To celebrate the most exceptional talent L.A. has to offer, Mercedes-Benz has selected Rami Kashou to receive an underwritten venue during *Mercedes-Benz Fashion Week at Smashbox Studios*, October 25-29. Kashou will also arrive stylishly in a 2005 CLK320 Cabriolet courtesy of Mercedes-Benz. Kashou will present his collection in the Main Tent on Thursday, October 28 at 5:00PM.

Mercedes-Benz and **Smashbox Cosmetics**, the official cosmetic of Mercedes-Benz Fashion Week at Smashbox Studios, are driving the glamour and excitement of fashion week beyond the runway with two new limited edition cosmetic products, BENZ BABY BLUE eye shadow and SHINING STAR SOFT LIGHT powder, inspired by the ultimate fashion statement, Mercedes-Benz. Two all-new Mercedes-Benz SLK350 roadsters specially painted in the limited edition blue and copper colors will be on display on-site during Mercedes-Benz Fashion Week.

The stylish cosmetic staples will be exclusively available at Fred Segal Beauty in Santa Monica throughout October. Every Smashbox Cosmetic purchase of \$75 or more made by October 20 that includes the limited edition Mercedes-Benz/Smashbox Colors will receive two tickets to the exclusive Mercedes-Benz Fashion Week at Smashbox Studios. Also throughout the month of October, Fred Segal beauty shoppers can enter to win a professional modeling day that includes: a makeover by Smashbox's beauty team, a celebrity-style photo shoot with famed photographer Davis Factor and Mercedes-Benz chauffeured car service for the lucky winner and a guest.

American Express has been meeting the lifestyle needs of its Cardmembers since 1958. That requires a willingness to listen to customers and prospects as well as a commitment to innovation. It also requires a constant focus on understanding the changing needs of consumers. Over the past few years American Express has introduced a wide range of new cards that offer all kinds of new conveniences, rewards and one of a kind experiences. There are American Express Cards today that come with special services to meet the needs of students, frequent shoppers, music lovers, and technophiles, to name a few. For more information go to www.americanexpress.com.

What is Nature's original beauty product? Water of course. And which is the fairest water of them all? Every drop of **Evian**® water comes from a spring deep in the heart of the French Alps, where it is filtered for over 15 years through pristine glacial rock formations. Through this process, the water acquires a neutral pH balance and a unique blend of natural minerals, including calcium, magnesium, and silica to help you feel beautiful and youthful inside and out.

Pure mineral water is beneficial to having dewy skin, shiny hair and radiant health. This is why millions of us are turning to Evian to nurture our bodies and spirits with only natural source of youth available today. It might be the only fashion must-have that looks good on everyone and never goes out of style. Drink yourself beautiful with Evian, official bottled water of Mercedes-Benz Fashion Week at Smashbox Studios.

Its unanimous—this year's fashion 'must-have' is the latest **LG mobile phone!** They look great on everyone and keep you connected too. In recognition of this growing synergy between style and technology, LG is proud to be a sponsor of Mercedes-Benz Fashion Week at Smashbox Studios. What better way for LG Electronics, world renowned for innovation and design, to introduce its phones than to a fashion-conscious audience that truly understands the essence of cutting-edge design? Its no surprise that LG's phones are sleek, sophisticated and have style to spare. But with any LG handset the form is always matched by advanced functionality. The new LG VX7000 takes the camera phone to a new level with video capability, rotating lens, and embedded still camera with flash. Take up to 15 seconds of video and send your clip to an e-mail address with Multimedia Messaging Services. All these advanced features are packaged in G's trademark clamshell.

While you're at the shows, be sure to stop by LG's "Life's Good Lounge" and vote for your favorite finalist in the "Fashion Talks with LG" Contest. The contest showcases the work of talented young fashion designers inspired by LG's "Life's Good" brand, style and innovation. Your votes will determine the winner of the \$5000 grand prize. Most importantly, your vote will **enter you in a sweepstakes for the chance to win fabulous prizes from LG Mobile Phones.** Even if you just can't make it to the "Life's Good Lounge" at Mercedes-Benz Fashion Week at Smashbox Studios, you can still vote and be eligible to win online at www.fashiontalkslg.com.

Flawless Sunglasses with **Silhouette's** Face Formula. You know their faces almost as well as you know your own. Those stars who are so well treasured you know them by one name. Not only are they famous for their work but their style. Every flawless outfit and accessory they wear is copied around the world. One accessory a star absolutely can't leave home without is great sunglasses. For years Silhouette Optical has worked hand-in-hand with stars such as- Tom, Demi, Oprah, and Cameron to insure that their famous faces look perfect in Silhouette sunglasses. The secret weapon for these perfect frame fittings - our Face Formula. This Mercedes Benz Fashion Week at Smashbox Studios we will share with you our Face Formula types and tips. We will have

on hand pictures of stars wearing their Silhouette frames as well as samples of their favorite styles. Since you know their faces almost as well as your own it should be a matter of minutes before you know how to dress your face with the flawless fashion of today's star style icons.

Judith Ripka, the **Official Jewelry Designer** of Mercedes-Benz Fashion Week at Smashbox Studios, will enjoy prominent exposure both on and off the runway. **Judith Ripka** will collaborate with celebrated fashion designers courting this season's catwalk, by providing 18k gold and diamond jewelry for use in their shows. **Judith Ripka** will take a leadership position in the Accessories Exhibition and showcase their latest collection in an exclusive **Judith Ripka** area. Exuding modern elegance, this **Judith Ripka** "onsite boutique" area will incorporate elements from their signature store design, such as jewelry cases and furniture designed exclusively by Nancy Corzine.

Cotton Incorporated descends on Mercedes-Benz Fashion Week at Smashbox Studios as a sponsor for the second time this year. The industry organization, which has long been recognized as a leader in market trend research and developmental programs, supports U.S. upland cotton, a fiber integral to the relaxed LA fashion sensibility. The Fashion Marketing division of the company offers unparalleled fashion services that are presented at no cost to manufacturers, mills, designers and retailers. The team consists of experts in the women's, juniors', men's, young men's, children's and home markets, as well as a lifestyle specialist, bringing vital information on what's new and what's next in trend forecasting. Extensive international research is continually conducted to find the most forward thinking concepts in color, fabrics, prints and apparel silhouettes. In addition, THE COTTONWORKS® Fabric Library, with locations in Los Angeles and New York City, is an unrivaled worldwide fabric resource consisting of 125 categories with more than 20,000 fabric samples. Color, fabric, silhouette, trend and sourcing information is available by contacting Cotton Incorporated at 213-627-3561.

Mondrian is back for their second season as the official hotel for Mercedes-Benz Fashion Week at Smashbox Studios. The Los Angeles Times referred to Mondrian as an "oasis in the middle of the city" and Newsweek claimed it as "An Elegant Masterpiece". Accommodations at Mondrian provide generously scaled, light-filled rooms with spare yet elegant furnishings that were inspired by a sense of uncomplicated sophistication. Laid out more like a comfortable home than the typical hotel room, the guestrooms at Mondrian have been the ultimate home away from home for the fashion industry since it opened its doors.

As a guest at Mondrian, one can take advantage of their many amazing amenities such as agua spa's signature Milk and Honey body experience, which is designed to relax the senses and soften the skin with an ayurvedic treatment. No trip to Mondrian is complete without dining under the stars in Asia de Cuba, one of Los Angeles' hottest restaurants with their innovative fusion menu, hot Latin beat and renowned Philippe Starck design. After dinner drinks are a must at the world famous SKYBAR which is an open air, ivy covered pavilion perched above Mondrian's pool and outdoor living room. SKYBAR has been one of Los Angeles' hottest night spots from the day it opened. With its simple tin roof, rustic log beams and schoolhouse style wood furniture, it appears to almost float in the clouds and boasts some of the finest views in all of Los Angeles.

Making a "red-hot" debut on to LA's definitive sushi scene this past spring, **Blowfish Sushi To Die For** proudly makes its mark *in style* as the official restaurant of Mercedes-Benz Fashion Week at Smashbox Studios. Evoking the animated spirit of Japanese pop culture, Blowfish breathes energy and excitement into the sushi dining experience offering an inspired menu of outstanding sushi, sashimi, and contemporary Asian cuisine in an exciting and visually stimulating atmosphere.

A modern Tokyo-esque vibe fueled by streaming Japanese Anime and vintage films across 15 plasma screens throughout the dining room allures the senses, while a dynamic brigade of chefs satisfy all with top-quality sushi and sashimi creations served with stunning presentation and graceful execution. Blowfish's innovative menu also showcases an array of cool salads, savory appetizers and warm entrees, as well as desserts "to die for."

Standout items not to be missed include the Ritsu Roll—rice-less Maki with Ahi and Albacore tuna, avocado, tobiko, and nori, lightly battered and flash-fried, served with miso aioli and ponzu; the “Enlightened” Sashimi, Oh Toro—marinated fatty tuna tataki with chopped takana and wasabi-whipped potatoes; and off the hot menu, try the Kyo Twist—a “melt in your mouth” black cod, marinated with sake and miso.

The engaging bar and lounge, featuring premium sakes and specialty cocktails, draws LA’s style-setting crowd nightly. Blowfish also offers valuable, daily after-work relief with “S.O.S.” Cocktail Hour—*Save yourself* Monday – Friday from 6 p.m. to 8 p.m. with design-your-own sushi rolls and sake specials served in the bar and lounge.

Los Angeles Confidential thrives on the electricity of the movers and shakers, society, and the energy of an exhilarating nightlife. LOS ANGELES CONFIDENTIAL turns an insider's eye on these dynamic aspects of the city, creating an exciting read that exudes luxury and sophistication. LOS ANGELES CONFIDENTIAL is an indispensable lifestyle read. From philanthropists and celebrities to publicists, producers to directors, agents to business owners, fashion designers to nightclub entrepreneurs, LOS ANGELES CONFIDENTIAL targets the hottest, most influential people in Los Angeles. LOS ANGELES CONFIDENTIAL captures the unique characteristics of Los Angeles' dynamic community, both editorially and promotionally. No other regional publication taps into such a highly targeted, affluent, and influential demographic to achieve your marketing objectives in an interactive way.

California is recognized worldwide for its design innovation and style, and Los Angeles in particular is known as the premier place to discover new designers and emerging trends. **California Apparel News** is the source for California fashion, reporting each week on the industry’s fashion, business and trends for over 60 years. Los Angeles fashion week has grown in recent years from a handful of runway shows to a full week of fashion shows and events; California Apparel News provides the most comprehensive coverage of the week's activities. In addition to the weekly newspaper, California Apparel News publishes WaterWear, covering the swimwear market, and Jr., covering the juniors market, and their directories; the industry's definitive trade show calendar for everything apparel-related; plus special sections on technology, textiles, finance, education, finding and trimmings, tags and labels, fusings and bondings and more.

With Americans spending more than \$20 million every hour on beauty and fashion, there is high demand for a magazine devoted to these topics. As The Beauty Expert, **Allure** is the go-to guide for the essentials that define a woman's total look. "Fashion and beauty go hand in hand. You don't start or stop being pretty from the waist down or the neck up," said Linda Wells, Editor-in-Chief, as quoted in the August 27, 2004 edition of WWD. It's Allure's journalistic objectivity that commands unparalleled trust—from both the trade and our consumers--styled by Creative Director Paul Cavaco and Fashion Director Sasha Morrison, and with contributors including Michael Thompson, Mario Testino, and Patrick Demarchelier. Allure utilizes these experts to set the standards; we do the homework so our readers don't have to, ultimately leaving them better prepared and "on the inside." The passionate following Allure has enjoyed since our launch in 1991 only continues to grow, as evidenced by Allure's circulation rate base increase to 1 million.
