

For Immediate Release

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*Old Hollywood Moves Fashion Forward****Iconic Style Landmark- Hotel Valley Ho - To Be Official Venue Of
Phoenix Fashion Week's 5th Anniversary - October 1-3, 2009***

Phoenix, AZ. February 2009 – The legendary **Hotel Valley Ho** has signed on to host the 5th anniversary of Phoenix Fashion Week taking place October 1-3, 2009. Touted as the “Hub of Hip,” the landmark space was a coveted hideaway for Hollywood’s elite in the mid 1950’s and after a re-design in 2005, it still stands as *the place* to see and be seen for the who’s who of Valley hipsters.

The classic mid-century design and lighthearted ambiance makes this downtown Scottsdale urban resort an ideal partner for Phoenix Fashion Week. “As a staple of design and style in the Valley for over fifty years, we are so proud to be holding our 5th anniversary Phoenix fashion week at Hotel Valley Ho,” says **Brian Hill – Executive Director of Phoenix Fashion Week**. Displaying all glass mod rooms, cozy lobby sitting areas and a rooftop with breathtaking views of the valley, the retro chic manicured grounds of the Valley Ho are perfect to house Phoenix Fashion Week’s three day glitzy fashion extravaganza. Featuring an opening pink-carpet charity event, three days of fashion shows, complimentary fashion seminars, designer sample sales, style villa and nightly after parties, Phoenix Fashion Week will take over the swanky hotel for three days utilizing virtually every space.

“**Hotel Valley Ho** has long been a supporter of fashion and design, dating back to hosting poolside fashion shows in the 1950’s. As with fashion, the hotel has evolved and reinvented itself as a haven for the fashion elite. Partnering with **Phoenix Fashion Week** is a way for us to further our ties with the fashion community while continuing with our history of being on the forefront of cutting edge style. We look forward to being the official venue for this year’s Phoenix Fashion Week.” Says **Jesse Thompson, Director of Marketing Hotel Valley Ho**

Phoenix Fashion Week is *the* leading fashion industry event in Arizona. The organization’s mission is bridging national and international designers with premier retailers and prestige fashion media. *Phoenix Fashion Week’s* ultimate goal is to garner global exposure for Arizona’s fashion industry. Through educational fashion seminars, year-round fashion events and charitable partnerships, *Phoenix Fashion Week* is gaining rapid acclaim for its community service efforts and for infusing world-class innovation into the valley. For more information log onto www.phoenixfashionweek.com