

# FASHIONEASTA

## THE FASHION SHOW AT HARBOR EAST



### FOR IMMEDIATE RELEASE

Contact: Megan McCloskey  
Harbor East Management Group  
410-779-4700/203-524-0042  
[meganmccloskey@harboreast.com](mailto:meganmccloskey@harboreast.com)

### HARBOR EAST HOSTS THE FOURTH ANNUAL FASHIONEASTA ON SATURDAY, APRIL 25<sup>TH</sup>, 2015 *Baltimore's Biggest Fashion Event of the Year Highlights Harbor East Retailers During A Day-Long Celebration of All Things Style*

BALTIMORE, MD (February 18, 2015) – Harbor East invites you to preview the next wave of chic at the **Fourth Annual FashionEASTa: The Fashion Show!** On **Saturday, April 25** Baltimore's hottest shopping destination takes center stage and highlights the fashions of some of its most notable retailers. Guests are welcome to **shop in-store specials and style events, groove to live entertainment, and savor cocktails and light fare** from Harbor East restaurants street-side. The festivities culminate with a showcase of the best of spring fashion as the hottest looks hit the runway for the **FashionEasta Fashion Show!**

Over the last several years Harbor East has emerged as Baltimore's go-to shopping destination, attracting renowned national brands as well as the best of local boutiques and businesses. Since 2014 the neighborhood has welcomed such notable retailers as **Madewell** and **Lush Fresh Handmade Cosmetics**, and will soon be announcing the opening of its newest retailer!

The fashionable fete kicks off at 1PM on Saturday, April 25 on Aliceanna Street (between South Exeter and South President Streets). The FashionEASTa Fashion Show begins at 3:30PM **hosted by Baltimore magazine Style Editor Hilary Geisbert**, bringing audiences a high-energy runway production highlighting spring fashions and local celebrity models. The best part? All the show's styles come straight from Harbor East shops, so if you love what you see you can purchase the looks "haute" off the runway.

Participating retailers include: **Amaryllis Handcrafted Jewelry, City Sports, Handbags in the City, J.Crew, lululemon athletica, Madewell, Sassanova, South Moon Under, Under Armour Brand House, White House/Black Market and more to be announced!**

FashionEASTa: The Fashion Show is **FREE** and open to all. Serious fashionEASTas will want to reserve their spot on the "Guest List" for an even more fabulous experience. **Guest List tickets are \$35** and include: reserved seating for the FashionEASTa Fashion Show (standing room only otherwise), discounted food & drink vouchers good for street-side

offerings from 1-6PM, an exclusive FashionEASTa shopping tote, and garage parking in Harbor East. Tickets must be purchased in advance. **A portion of the proceeds will benefit Dress for Success Baltimore.**

Calling all aspiring models, fashionEASTas, and connoisseurs of style to our **Open Model Call for this year's FashionEASTa Fashion Show!** On Tuesday, March 31<sup>st</sup> and Thursday, April 2 from 5-7:30PM, Harbor East in partnership with STEPHANIE BRADSHAW hosts an open casting call for models for the FashionEASTa runway production. Males and females ages 15-55 are welcomed. For more information visit:  
<http://www.harboreast.com/events/fashioneasta-open-model-call/>.

Harbor East's FashionEASTa promises to be the chicest fashion event of the year, brought to you by **Harbor East Management Group** and sponsored by **Baltimore magazine**, with styling provided by **STEPHANIE BRADSHAW**. FashionEASTa is proud to support **Dress for Success Baltimore** for the second consecutive year.

For more information, updates and to purchase Guest List tickets visit:  
<http://www.harboreast.com/events/fashioneasta-fashion-show15/>.

#### About Harbor East

Harbor East is home to some of Baltimore's best shopping, dining, entertainment, hotels and residences. Among its many eclectic attractions are fine dining restaurants, vibrant and unique shops, a world-class fitness center, seven-screen art house theatre, and the luxury Four Seasons Hotel Baltimore. Harbor East is also an inspiring place for business, providing a contemporary setting for world-class offices. *Welcome to Harbor East – 12 square blocks of restaurants, boutiques, hotels, and harbor-side amazing.* [www.harboreast.com](http://www.harboreast.com)

####