

Fashion's Night Out September 10th, 2010 New York City

Vogue's 2nd annual FASHION'S NIGHT OUT is fast approaching! As you begin to plan for this fashionable night out on the town, Full Picture has the hottest events, personalities, venues and brands to guide you through the style extravaganza. Log on to www.fullpicture.com or follow us on Twitter for the latest @ www.twitter.com/fullpicturepr for more information.

Joy Ride with **Mercedes-Benz Presents Designer Carolina Herrera**

Who: Mercedes-Benz Presents Designer Carolina Herrera

What: In addition to celebrating her 30th Anniversary and being heralded as this season's **Mercedes-Benz Presents Designer**, Carolina Herrera will fete two milestones in support of Fashion's Night Out. The highly anticipated opening of the CH Carolina Herrera store at 802 Madison Avenue with special guest illustrator Robert Risko and the 10th Anniversary of her Madison Avenue flagship store at 954 Madison Avenue with a digital photo booth and limited edition comic foreground for guests in attendance to snap photos "with" the legendary designer in a classic Mercedes-Benz.

Where: Carolina Herrera, 954 Madison Avenue (Btwn 75th and 76th St.)

When: 6-10 PM

For more information contact: Terme Hayempour 646.926.5749/ Zac Bright 212.995.2147

Frédéric Fekkai and Marchesa Recreate Red Carpet Moments

Who: Frédéric Fekkai, Marchesa, Henri Bendel, and Olivia Palermo

What: Frédéric Fekkai Fifth Avenue Salon at Henri Bendel will present an interactive red carpet experience for Fashion's Night Out revelers. New York fashionistas will become the celebrity, selecting from five award-winning Marchesa dress moments; the talented Fekkai hair and make-up team will re-create signature beauty looks while a personal dresser waits to outfit and accessorize shoppers. Finally, *The City* star and fashionista, Olivia Palermo, will be on the red carpet styling and instructing guests how to pose like a star in front of the cameras before having the paparazzi capture their Hollywood moment. All who participate will walk away with a print and digital professional quality photo, sent via email or SMS text message for easy sharing on Facebook and Twitter. \$75 for the entire experience and all proceeds will be donated to FNO's official charity, **The New York City AIDS Fund in the New York Community Trust**

Where: Frédéric Fekkai Fifth Avenue Salon at Henri Bendel, 712 Fifth Avenue, 4th Floor (at 56th St)

When: 6:00 PM – 9:00 PM / **Press Call:** 5:45 PM

For more information contact: Stephanie Gerard 646.926.5739/Christina Neuman 212.995.1974/ Lynn Brodsky 212.995.2096

Heidi Klum Hosts Fashion's Night Out at Destination Maternity

Who: Supermodel and entrepreneur, Heidi Klum

What: Supermodel Heidi Klum will host an evening that celebrates maternity fashion through the decades. Customers will enjoy an inspiring display of maternity wear dating from 1950 through today –culminating in designs from Heidi's own Lavish for A Pea in the Pod and Loved for Motherhood Maternity collections. Guests will be treated to retro refreshments and can receive Heidi's signature tote filled with special items for the mom-to-be.

Where: Destination Maternity, 28 East 57th Street, New York City

For more information contact: SaraJane Lieb 646.926.5733

Limited edition **vitaminwater zero** bottles at Barneys New York

What : **vitaminwater zero** will create over 4,000 limited edition squeezed (lemonade flavor) bottles for **Barneys New York**. These high-fashion and high-hydrating bottles of vitaminwater zero will be given to guests at the chic retailer's Fashion's Night Out celebrations.

Where: Barneys New York (660 Madison Avenue, New York NY)

For more information contact: Jamie Frankenberg 212.995.2857

Meet **Victoria's Secret Bombshells!**

Who: Victoria's Secret Bombshells **Adriana Lima, Chanel Iman, and Doutzen Kroes**

What: **Victoria's Secret** will keep 9 stores in NYC open late into the night. At the **Soho Store** Victoria's Secret Angels **Adriana Lima, Chanel Iman, and Doutzen Kroes** will sign autographs for customers. In addition, **Victoria's Secret Facebook Fans** will be able to submit questions in advance for a live chat via UStream hosted by the Bombshells to discuss fall trends.

Where: **Victoria's Secret SoHo Store** 591 Broadway (between Houston and Prince Streets)

When: 7-10 PM/ **Press Call:** 6:30 PM

For more information contact: Katie Roberts 212.995.1832/ Andrea Vividor 646.926.5738

Modelinia Magazine and Curve Host a Cocktail Party for Sessilee Lopez's Cover

Who: **Sessilee Lopez, DJ Devendra Banhart and DJ Gregory Rogove, and Nevena Borissova** owner of **CURVE**.

What: **MODELINIA** and **CURVE** will host a cocktail party to celebrate **Sessilee Lopez's** cover for **MODELINIA Magazine**. Guests will get a first look at French street wear designer **IRO's** spring/ summer 2011 collection, and one of kind jewelry from **Erickson Beamon** designed exclusively for the event. **DJ Devendra Banhart** and **DJ Gregory Rogove** will be there to spin, and guests can enter to win a special giveaway from IRO and Erickson Beamon.

Where: **Curve** 83 Mercer Street (Between Spring St. and Broome St.)

When: 7-11 PM/ **Press Call:** TBD

For more information contact: Sevan Kalayjian 212.995.2095/ Jamie Frankenberg 212.995.2857