



# PORTLAND FASHION WEEK

## **FOR IMMEDIATE RELEASE**

Portland Fashion Week 2024 23RD Anniversary!  
Portland Fashion Week 2024 "Keep Portland Pretty"  
Contact: Fiona@PortlandFashionWeek.net

Portland Fashion Week begins multi year collaboration with the Macerich Corporation– the largest holder of mall properties in the USA. Portland Fashion Week to now be known as Washington Square Mercedes-Benz of Wilsonville Portland fashion Week.

**Dates: SEPT 16-22, 2024**

**Monday Public Launch Party- The Fashionista's Ball**

**Tuesday 5-11 pm Press Night– Press and Buyers Night**

**Wednesday 5-11 pm Opening Night**

**Thursday 5-11 pm featuring Sustainable Apparel**

**Friday 5-11 pm featuring Ready To Wear**

**Saturday 5-11 pm featuring Couture and Bridal**

**Sunday 5-11 pm featuring Boutiques, Accessories, Hair Styling and Make-up**

**Doors 8:00 PM SHOWS 9:00 PM**

Portland Fashion Week "Active since March 2002"

Portland Fashion Week- declared "An Official Annual Event" by Mayor Tom Potter 2006

TIME Magazine- "BEST" Indie Fashion Week in the US" since Oct.12, 2012

Reedy Press- Bucket List "100 Things to do in Portland Before You Die." Aug. 2015

Huffington Post-"The World's Only Carbon Negative Fashion Week" Sept. 22, 2016

Expect a Portland Fashion Week like none other, 2024 innovations include:

- Vegan dining
- Exclusive use of Cruelty-Free Hair and Make-up products
- Locally sourced organic gourmet catering
- Hair and Make-up preparations "front of house" for a back stage peek at prepping
- Celebrity Modeling Cadre
- Choreographed "photoshoot" runway presence like none before

Washington Square Mercedes-Benz of Wilsonville Portland Fashion Week

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Washington Square Mercedes-Benz of Wilsonville  
Portland Fashion Week 2024 breaks down our nights as to specific genera of fashion. IE Thursday sustainable fashion; Friday Ready to wear; Saturday Couture; and Sunday Accessories, Avante styling, and local Boutiques. The ONLY fashion week in the world so doing.

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Washington Square Mercedes-Benz of Wilsonville  
Portland Fashion Week to donate entire Saturday Night show tickets to charity. To be divided up between 4 charities (TBA) to be sold at auction for their benefit. NO tickets to Saturday's show will be available via Washington Square Mercedes-Benz of Wilsonville Portland Fashion Week for purchase to the public.

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*Washington Square Mercedes-Benz of Wilsonville Portland Fashion Week 2024  
Monday Night Launch Party "The Fashionista's Ball" to benefit trafficking survivor and  
Portland, OR model Diane Guttman in her cause strengthening existing legislation  
and enacting tougher sentencing and better judicial guidelines.*

*Venue: Mercedes-Benz of Wilsonville*

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Portland Fashion Week Runway to feature Macy's select  
looks available to shop now.

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Washington Square Mercedes-Benz of Wilsonville  
Portland Fashion Week Runway to exclusively feature  
MAC Cosmetics in our 2024 series.

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