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# Fashion's Night Out Ups the Stakes

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**NEW YORK** — Retailers and designers have slated an array of festivities to celebrate the second edition of Fashion's Night Out on Sept. 10, an event created to spur excitement around the fashion industry.

More than 1,000 retailers in New York and in 100 cities will hold events from 6 p.m.-11 p.m. that will "bring excitement back to shopping, celebrate fashion and get people into stores," said FNO spokeswoman Susan Portnoy.

The event is hosted by the Council of Fashion Designers of America, *Vogue* and NYC & Co.

In New York, it kicks off on Sept. 7 at Lincoln Center during a special runway show, where 200 models will present fall looks from designers across all price points. "Whether you have \$10 or \$10,000, you want to be able to articulate and translate something that represents your style," Portnoy said.

Proceeds from the sold-out event will benefit the New York City AIDS Fund, and the show will be broadcast live at CBS.com/fno.

Here, *Footwear News* highlights a few of the shoe events taking place in New York, Los Angeles and London.

## New York

**Stuart Weitzman:** The designer is always up for a ping-pong match, and like last year, he will challenge shoppers to a friendly game. "It's my ultimate idea of a great night out," Weitzman said, adding that he will donate 20 percent of the evening's profits — and all the profits from his TKO leather bootie — to ovarian cancer research.

**Sergio Rossi:** Creative Director Francesco Russo will unveil a special-edition FNO style at Saks Fifth Avenue in Manhattan. The over-the-knee leather Chelsea boot will be available in four earth tones and has a gold foil stamped on the inside of the shaft that reads "Fashion's Night Out" in Russo's script.

**Payless ShoeSource:** Guest designers Christian Siriano, Lela Rose, Patricia Field and Isabel Toledo will sign autographs and mingle with consumers during this meet-and-greet. All four designer labels, in addition to the \$10 charity tote designed by *Vogue* to benefit FNO's official charity, the New York City AIDS Fund, will be on sale.

**Rachel Roy:** The designer, along with model Jessica Stam,

will give shoppers the chance to pose in Rachel Rachel Roy fall styles at Macy's Herald Square and appear in an online look book. Donations collected during the evening will benefit Charity Water, an organization dedicated to providing clean drinking water to developing nations.

**At the department stores:** Celebs and designers will be popping up at all of Manhattan's biggest department stores. Nicole Richie and Victoria Beckham will be on hand at Bergdorf Goodman, while Michael Kors will shop with consumers at Bloomingdale's. Barneys will feature Mary-Kate and Ashley Olsen and the Rodarte design duo, while Saks will welcome Donna Karan and Charlotte Ronson. And in Herald Square, Joss Stone will fête her Nine West collection at Macy's.

## Los Angeles

**Rodeo Drive:** An enormous Ferris wheel and food trucks will be parked along the illustrious shopping street, where 70 stores have officially signed on to this year's event. "Rodeo Drive is the West Coast flagship for all the major fashion houses, so it goes without saying that the most important FNO event [on the West Coast] should be on Rodeo Drive,"

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