



Client: Stuart Weitzman

Publication: *Newsday.com*

Date: August 20, 2010

Unique Visitors Per Month: 873,421



Preview: Fashion's Night Out

Tuesday August 17, 2010 6:26 PM By Barbara Schuler

Joss Stone will greet shoppers at Macy's. Janelle Monae will perform at Ralph Lauren's SoHo store. **Stuart Weitzman will challenge you to ping-pong.**

And that is just the tip of a Manolo stiletto, fashionistas. We're talking Fashion's Night Out, set for Friday, Sept. 10.

Like last year's event, stores in Manhattan (along with a few on Long Island and, if you're traveling, all over the world) will stay open til late, plying customers with food and drink, the chance to mingle with designers and celebs, and of course great deals--all in the name of promoting fashion and getting people to spend, spend, spend.

New this year, a public runway show to fire up that fashion lust. Pulled together by editors at Vogue, it takes place on Tuesday, Sept. 7 at Lincoln Center and will highlight some 150 models in the best of the fall collections (as opposed to the spring collections to be shown there at Mercedes Benz Fashion Week starting Sept. 9).

Tickets start at \$25, but cost a lot more for the first few rows, through the Lincoln Center box office starting Aug. 19. Keeping this all straight, so far?

Back to Fashion's Night Out, here's a very brief rundown of events that have been called to our attention. With more than 1,000 stores participating, no way we can list all of them. Check out fashionsnightout.com for up-to-the-minute schedules and details.

Bloomingdale's: Michael Kors appears in handbags, while Michelle Smith of Milly will greet shoppers from 5:30 to 7 pm; free gift with Milly purchases.

Giorgio Armani: Learn how to strike a pose from model Bar Refaeli at the Fifth Avenue store, while Lauren Hutton holds court at the Madison Avenue store.

Macy's: Joss Stone will sign CDs in the shoe department, Tommy Hilfiger hosts a tailgate on Broadway, and Oscar de la Renta and Rachel Roy will be about as well.

Payless Shoes: Look for double-decker buses offering free rides to help you make it to as many spots as possible.

Ralph Lauren: Singer Janelle Monae performs with Vogue's André Leon Talley as host at the designer's SoHo store.

Stuart Weitzman: Hosts his second annual ping-pong tournament at his Madison Avenue store to benefit ovarian cancer research.

Swarovski: Wilhelmina Models holds an open casting call (for ages 18-30) at the Rockefeller Center boutique.

Tracy Reese: She's throwing a dance party, with DJ Rajni Jacques, at her Meatpacking District store. Plus manicures by Sally Hansen.

On Long Island: The Saks store at Walt Whitman mall promises some fun shopping activities but nothing set quite yet; at the Americana Manhasset, the photography exhibit "Fashion Icons" opens at the Salamatina Gallery from 6 to 8 p.m.

Exhausted? Better start saving energy. And pennies.