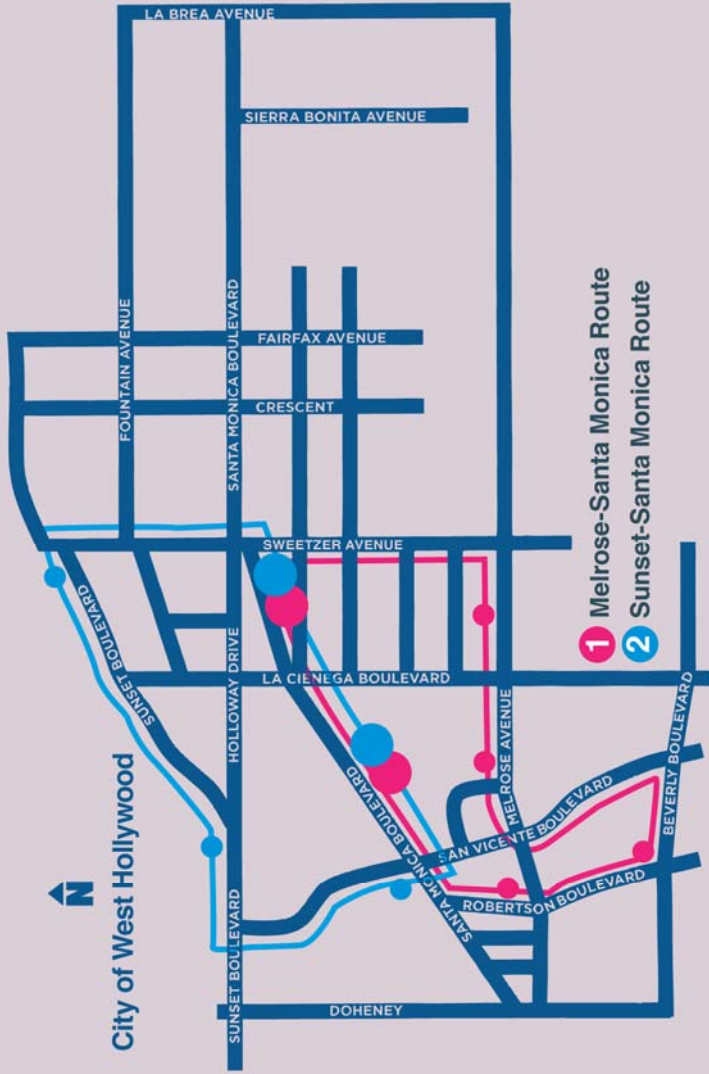


FREE SHUTTLE SERVICE

HOP ON AND OFF FROM 6 PM to 11 PM

There are two shuttle routes to get you around the City. Take either the **Meirose-Santa Monica Blvd. Route** or the **Sunset-Santa Monica Blvd. Route**. To transfer between Routes you must go to the LASC Stop at 8592 Santa Monica Blvd. or the City Hall Stop 8300 Santa Monica Blvd. and transfer to the Route of your choice.

www.fnwesthollywood.com



WEST HOLLYWOOD CELEBRATES FASHION'S NIGHT OUT SEPT. 8 2011



OFFICIAL EVENT GUIDE

FREE SHUTTLE SERVICE

HOP ON AND OFF FROM 6 PM to 11 PM

ROUTE 1: MELROSE-SANTA MONICA BLVD. ROUTE (EAST TO WEST)

STOP A: Robertson Blvd. and Beverly Blvd.

Barker Black

Come listen to a Barker Black specialist talk about the brand over champagne and wine. All made-to-order shoes bought during this event will get the up-charge waived. 450 North Robertson Blvd.

Curve

Moving installation from Falling Whistles (fights for stabilization of the Democratic Republic of Congo). Enjoy music, food and drinks, giveaways and surprise celebrity guests. Proceeds from all sales during the event go to benefit the Falling Whistles. 154 North Robertson Blvd.

Ken Paves Salon

Start your evening looking your best by stopping in to see their talented staff! 20% off all retail purchases, complimentary clip in extension tutorials, 50% off blow outs, and generous discounts when you pre-book future appointments. Receive a complimentary blow out when purchasing \$75 or more in clip in extensions! Enjoy champagne, wine and snacks. 409 N. Robertson Blvd.

Kitson Men

Kitson Men will be cranking out music and cranking out the latest fashions along with champagne and cupcakes. 146 North Robertson Blvd.

Kitson Studio

Kitson Studio will host champagne, music and cupcakes for fashionistas browsing their fabulous dresses, shoes, bags and accessories. 142 North Robertson Blvd.

Stella McCartney

Stella McCartney's only southern California boutique will be selling an exclusive FNO bracelet and will stay open until 10 p.m. with champagne and chocolates! 8823 Beverly Blvd.

Klein Epstein and Parker

Experience the city's newest menswear store fresh from Europe. 367 N Robertson Blvd.

STOP B: Robertson Blvd. and Melrose Ave.

3.1 Phillip Lim

3.1 Phillip Lim is throwing a huge bash this year for Fashion's Night Out to benefit the Silverlake Conservatory of Music. Live performance from the band CULTS, guests will enjoy cocktails from Deleon Tequila and eats from XOIA. 631 North Robertson Blvd.

Andrew Christian

(Walk to Santa Monica Blvd. along Robertson)

Join the party at the flagship Andrew Christian boutique where there will be live models, cocktails, an in-store promotional discount, and a live DJ.

8943 Santa Monica Blvd.

Christian Louboutin

Louboutin's Fabulous Pieces, For one night, the boutique will be transformed into a vintage hair parlor and eyelash bar stocked with custom Christian Louboutin lash creations from the incredible Make Up For Ever. Shop the latest arrivals from the fall collection, forever chic classics and FNO Limited edition pieces. Delicious cocktails courtesy of Grey Goose Vodka, great music, and delectable treats. Enter a raffle to have your brand new, limited edition FNO styles signed by Mr. Louboutin himself! 650 North Robertson Blvd.

West Hollywood Celebrates Fashion's Night Out Official After Party!

8440 W. Sunset Blvd.

Starts at 10:00 p.m.

Skybar, located at the stylish Mondrian Hotel on the Sunset Strip, is the perfect backdrop to end an evening of celebrating fashion, and on top of that, they know how to throw a good party! All are welcome...just show up and say that you are there for the "Fashion's Night Out (FNO) West Hollywood Party."

To Get There:

[Sunset-Melrose Route, Stop B](#)



**ROUTE 2: SUNSET-SANTA MONICA
BLVD. ROUTE (EAST TO WEST)**

STOP A: 8592 Santa Monica Blvd.
[\(transfer point to Melrose-Santa
Monica Blvd. Route\)](#)

LASC

LASC will host an FNO party complete with a step and repeat, cocktails and music.

8592 Santa Monica Blvd.

STOP B: 8300 Santa Monica Blvd.
[City Hall Parking Lot](#)
[\(transfer point to Melrose-Santa
Monica Blvd. Route\)](#)

Crossroads Trading Co.

Crossroads invites West Hollywood to celebrate Fashion's Night Out in green and gorgeous style! Join in the fun as they rock out with their frocks out...and check out the designer racks, hors d'oeuvres, refreshments, goodie bags, raffles and a fantastic DJ spinning through the evening.
8315 Santa Monica Blvd.

PAR-LA

View the latest designs from Patrick DiLascia of DiLascia's Bakery, Rolland Berry and Twice.

8250 Santa Monica Blvd.

STOP C: 8401 W. Sunset Blvd.

FNO Pop-Up Lounge

See Page 5 for full details!
8270 Santa Monica Blvd.

Andaz West Hollywood

Andaz West Hollywood's local art scene turns to fashion as the hotel and RH restaurant are hosting Brett Alan Nelson, celebrity fashion stylist, to curate an exhibit showcasing designs that have received recognition on the red carpet and products on his hot list. Don't miss this exclusive pop-up shop at Andaz showcasing celebrity designs from The Blonds, Marco Marco, milliner Little Shipa and designs that will be for sale including the latest scarves from designer Isabel Garreton, typically only available for purchase online, and featuring the latest style in keeping time presented by Nooka. Fashion's Night Out guests will be able to make purchases from Isabel Garreton and Nooka in the pop-up shop on September 8th.
8401 W. Sunset Blvd.

STOP D: 8633 W. Sunset Blvd.

BCBG Maxazria

Come enjoy champagne and fabulous fashion at BCBG Maxazria.
8634 West Sunset Blvd.

Code C

Stop by Code C at Sunset Plaza for Prosecco and appetizers, designer appearances and a DJ.
8641 W. Sunset Blvd.

H. Lorenzo

Celebrate FNO at H.Lorenzo at Sunset Plaza with sales throughout the night.
8660 W. Sunset Blvd.

Nicole Miller

Enjoy a live DJ, light bites and spirits on the house. Exclusive fall shipments and gift with purchase for all of our Fashion's Night Out Clients! 8633 W. Sunset Blvd.

**STOP E: 8775 Sunset City Parking
Lot**

LIVE! On Sunset

Meet N' Greet Trunk Show
Come meet the designers behind the unique and edgy line - Sam & Lavi. Pick up a piece from the Fall 2011 and Holiday 2011 collections!
8801 W Sunset Blvd.

Modern Beauty Supply & Salon

Stop by Modern Beauty during FNO to take advantage of these great specials: 30% off all products during event; \$30 haircut with free Blow Dry; prepaid for future appointment ; Buy 5 Blow Dries get 6th free ; \$99 Keratin treatment: prepaid for future appointment; \$50 one hour facial: prepaid for future appointment Free haircut with any future chemical service; Free sample bags while supplies last ; Refreshments
9109 W. Sunset Blvd.

Goldsmith & Klein

Come meet Goldsmith & Klein as they celebrate the opening of their new boutique store. Browse through their collection of elegant couture gowns and ready to wear items and see why their stunning collection has garnered the attention of celebrities such as Cote De Pablo, Pauley Perette, Kathy Griffin, Emma Bell, and Eva Longoria. 511 Robertson Blvd.

John Varvatos

Enjoy cocktails by VeeV and strike a pose to become a rock-n-roll icon.
8800 Melrose Ave.

Sieilan's Vintage Apparel

20% off designer dresses and accessories. Chanel, Alaia YSL and more! 9013 Melrose Ave.

STOP C: 8592 Santa Monica Blvd.
[\(transfer point to Sunset-Santa
Monica Blvd. Route\)](#)

LASC

LASC will host an FNO party complete with cocktails and music.
8592 Santa Monica Blvd.

STOP D: 8300 Santa Monica Blvd.
[City Hall Parking Lot](#)
[\(transfer point to Sunset-Santa
Monica Blvd. Route\)](#)

Crossroads Trading Co.

Celebrate FNO in green and gorgeous style! Check out the designer racks, hors d'oeuvres, refreshments, goodie bags, raffles and a fantastic DJ spinning through the evening.
8315 Santa Monica Blvd.

PAR-LA

View the latest designs from Patrick DiLascia of DiLascia's Bakery, Rolland Berry and Twice.
8250 Santa Monica Blvd.

FNO Pop-Up Lounge

See Page 5 for full details!
8270 Santa Monica Blvd.

STOP E: 8445 Melrose Ave.

Arcade Boutique

Join ARCADE and famed shoe designer Jerome Rousseau for a trunk show and a one-on-one shoe shopping experience. Jerome will sign the bottom of your new heels while you sip cocktails and indulge in sandwiches from The Grilled Cheese Truck. 8473 Melrose Ave.

Donola

New York designer and owner of Costella and Donola is bringing to fashion lovers an evening of cocktails, hor d'oeuvres, music and fashion! The best dressed of the evening will win a special prize! Any custom-orders placed during the week of the event will receive a discount. *Promotion exclusive for bridal and couture.
8471 Melrose Ave.

Faith Connexion

To celebrate FNO Faith Connexion will host an in-store event with cocktails and appetizers and will be rockin' out with their neighbors Y3.
8420 Melrose Ave.

Helmut Lang, Theory, and Theory Men

These three stores are joining forces for the ultimate Fashion's Night Out party including a DJ, cocktails, the Crepe'n Around truck and VIP fashion insiders.
8424 Melrose Ave.

Kitson Melrose

Kitson Melrose will host champagne, cupcakes, and music.
8590 Melrose Ave.

Makeup Mandy

Join Makeup Mandy for a night of glitz and glamour. Stop by for music, drinks, hors d'oeuvres, and most of all, SO much fun. Makeup Mandy will be holding a special event for all you luxury ladies, offering complimentary Party Lashes and stunning mini makeovers. There will also be a raffle for a chance to WIN makeup lessons, blowouts, and an amazing gift basket full of Makeup Mandy exclusive products and coupons! BRING IN YOUR OLD MAKEUP AND GET 10% OFF YOUR PURCHASE!
8441 Melrose Ave.

Ten Over Six

Newly launched online optical retailer Spexclub.com and Melrose boutique TENOVERSIX have joined forces for the first ever Spexclub Pop-Up Shop. Shop the styles, try on new frames and go home with a better outlook. Music, drinks, great shopping and 10% store-wide discount offered to all patrons during event. 8425 Melrose Ave.

Vera Wang

Vera Wang will celebrate Fashion's Night Out. 8445 Melrose Ave.

Wanna Buy A Watch

Enjoy Martini's and hors d'oeuvres, take a seat in a vintage Rolls Royce, indulge in special discounts, and the store's mascot, Nipper, will be giving out gift bags to his canine friends. 8465 Melrose Ave.

Y3 Adidas

Y3 Adidas will host a DJ and champagne for Fashion's Night Outers. 8422 Melrose Ave.

STOP F: 8625 Melrose Ave.

Alberta Ferretti

Join LACMA's Costume Council for Prosecco, biscotti and shopping. 8626 Melrose Ave.

Alpha

This year Alpha is teaming up with Falling Whistles, the 722 Figueroa Showroom and the brand new Sweet Beats truck for a night of fashion, mobile DJ's, and of course sweets, all to help benefit the Congolese currently at war. 8654 Melrose Ave.

Balenciaga

Balenciaga will celebrate Fashion's Night Out with a Champagne Reception and extended shopping hours from 7-9 PM. Balenciaga clients, fashionistas and press are invited to view the latest arrivals. 8670 Melrose Ave.

Beckley

2nd Annual Fashion, Food & Fun at Beckley Boutique on Melrose! Start your night with a bite from a fashion inspired food truck, get pampered and primped by a hair and make-up glam squad, take a picture of you and your fabulous friends in a fashion photo booth lounge, then take a ride in one of Beckley's famous pedicabs to your next destination in West Hollywood. 8620 Melrose Ave.

Blumera

Meet the designer Mehera Blum, and have a custom fitting for jackets and jewelry! Celebrity makeup artist, and green beauty expert, Lina Hanson, will be giving complimentary consultations and makeup touch ups throughout the evening with \$25 purchase from Blumera! Enjoy hors d'oeuvres, elixirs, and music. 8570 Melrose Ave.

Chocolate Sun Studio

Enjoy a delicious organic cocktail and chocolates. Complimentary organic facial tanning treatments (first come first serve during the event) Pre-purchase a full body Chocolate Sun organic tanning treatment during FNO WeHo and receive your choice of any full size Flowers Organics product at the time of purchase. 560 Huntley Dr.

JGerard Design Studio & Peace Gallery

27 Years on the Block & Ready to Rock! Join JGerard Design Studio & Peace Gallery for cool vibes, mouth watering cocktails, rock n' roll music, free gifts, and delicious bites from LA's favorite gourmet food trucks. Take advantage of a 70% off sale plus other discounts on JGerard Couture as well as "Peace Gallery" tee shirts and accessories. 8568 Melrose Ave.

FNO Pop-Up Lounge

8270 Santa Monica Blvd.

Come to the FNO Pop-Up Lounge and get the VIP treatment. Enjoy food, music, beverages and pampering while viewing the latest fashion trends from premiere fashion designers! The Pop-Up Lounge will feature:

- Music and hip spins by **DJ Cat**
- Fashion designs by **DAVIDESIGNED**
- Handcrafted jewelry provided by **Claudia Endler Designs**
- Photography provided by **Devin Ford** and **Jane Gottlieb**
- Hand scrub and chair massages provided by **Voda Spa** and **Isle of Serenity Nail Spa**
- Vanity mirrors provided by **Vanity Girl Hollywood**
- Makeup Artistry provided by **Adrienne Trewolla of Aries Artistry**
- Blow dry bar provided by **B2V Salon**
- Hosted wine by **Solsticio** and tasty treats to nosh
- Event management by **Überpromo**
- Furniture provided by **Modani**

To Get There:

Melrose—Santa Monica Blvd. Route, Stop D
or
Sunset—Santa Monica Blvd. Route, Stop B

Off the Beaten Path, But Worth a Visit

Church

Church Boutique introduces Jane Brook's fragrance "Taken" a new scent as encapsulating as the night will promise to be. 7277 Santa Monica Blvd.

To Get There: Santa Monica Blvd. at Greenacre Ave.

