



FORT LEE

FASHION WEEK

THE BOROUGH OF FORT LEE ANNOUNCES ITS FIRST ANNUAL “FASHION WEEK”

The Borough of Fort Lee, New Jersey, In Partnership with the Fort Lee Business District Alliance and the Fort Lee Regional Chamber of Commerce, Celebrates the Chic & Unique of Fort Lee

FORT LEE, NEW JERSEY – APRIL 27, 2018 – It was announced today that the Borough of Fort Lee, New Jersey has introduced **Fort Lee Fashion Week**, in collaboration with the Fort Lee Business District Alliance (BDA) and the Fort Lee Regional Chamber of Commerce (FLRCC), a six-day event to take place May 7-12, 2018. The event will be offering the finest in shopping, dining and services that the town offers, culminating with preeminent events, including a Fashion Show highlighting notable local businesses and guest designers.

In the week leading up to Mother’s Day, **Fort Lee Fashion Week** will exhibit the borough’s business community’s ability to provide an aspirational lifestyle to residents and guests through fashionable shopping and dining experiences.

Fort Lee’s Mayor, Mark Sokolich, said, “Fort Lee’s proximity to New York City and the town’s glamorous film history offers a unique setting to host an accessible and entertaining fashion event for our residents and guests.”

Starting on Monday, May 7, businesses in Fort Lee will be offering discounted promotions and events that will continue throughout the week and into the weekend. On Thursday, a schedule of exclusive social events will commence including a Karaoke Kick-off Party at City Perch Kitchen & Bar at the iPic Theater; Master Classes will be offered in fashion and dance in Downtown Fort Lee from 3 - 6PM on Friday with a Fashion Week party at the Dance With Me studio in the evening. On Saturday, the day begins with a Welcome Brunch at The Modern for potential new residents and businesses, a “Fashion & Film” exhibition at the Fort Lee Museum, Shopping & Pampering for Mom at Hudson Lights with exclusive pop-ups and booths, free fitness sessions with CycleBar and Pure Bliss Yoga. The main event of **Fort Lee Fashion Week** culminates with a Fashion Show for women and men at Hudson Lights with an after-party at Gayeon Restaurant.

"This week-long event is designed to foster a chic, cosmopolitan, yet family-friendly atmosphere in downtown Fort Lee and to showcase our businesses in a new light," said Romina Luppino Starace, President of the Fort Lee BDA.

"We are thrilled to offer everyone the opportunity to partake in our exciting event," FLRCC President, Ken Bruno, concluded. "Designed to foster community and family togetherness, this event will highlight downtown Fort Lee and the incredible businesses that make it so sought after. We hope that everyone will truly enjoy this trendy, fun and unique experience."

A full schedule of participating businesses, promotions, and events can be found at www.discoverfortlee.com.

ABOUT FORT LEE

The Borough of Fort Lee is an influential municipality located along the eastern border of Bergen County, New Jersey and situated on the Hudson River. Often referred to as the "6th Borough of NYC," Fort Lee is bisected by the western approach to the George Washington Bridge, which carries traffic to and from New York City. Home to over 37,000 residents, Fort Lee is named for the site of an early American Revolutionary War encampment and is often recognized as the birthplace of the American film industry. Governed by Mayor Mark J. Sokolich, this suburban community encompasses approximately 2.6 square miles of emerging township with over billion-dollar new development, diverse culture and a significant history.

ABOUT BDA

The Business District Alliance of Fort Lee (BDA) is a non-profit organization, in partnership with the Borough of Fort Lee, to revitalize and promote the Main Street Shopping Corridor. The BDA's objective is to create a vital community environment where people shop and live and where retailers grow and thrive. The BDA programs focus on Marketing and Promotions, including digital branding, social media applications and special events; safety, beautification and way-finding, including streetscape and storefront improvements to signage.

ABOUT FLRCC

The Fort Lee Regional Chamber of Commerce is a not-for-profit (501(c)6), non-governmental, partnership of business and professional people dedicated to advancing the economic, civic and cultural welfare of the seven towns. Our geographic area includes: Cliffside Park, Edgewater, Englewood Cliffs, Fort Lee, Leonia, Palisades Park and Ridgefield. We promote businesses by strengthening connections between them. This is done through our monthly Networking Events, Speaker Breakfasts, and additional events through the InterChamber Consortium. "Introductions" are also made by the Executive Director as requested, or at her discretion to facilitate business ties. The FLRCC is non-partisan and non-sectarian and does not support or endorse candidates for public office. The Chamber is an advocate for its members and provides a forum for discussion of local issues as necessary. We have a vibrant 68 year history serving our geographic area.

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