



**FASHION'S
NIGHT
OUT
SEPT. 10
2010**

NEWS RELEASE

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CONTACTS:

Jasmine Tso
Marketing & Promotions Director
Ala Moana Center
(808) 628-5615
jasmine.tso@ggp.com

Sonja Swenson or Jessica Morikone
Stryker Weiner & Yokota Public Relations, Inc.
(808) 523-8802
sonja@strykerweiner.com
jess@strykerweiner.com

**A GLOBAL CELEBRATION OF FASHION AT ALA MOANA CENTER'S
"FASHION'S NIGHT OUT"**

Ala Moana Center will join the fashion capitals of the world in celebrating Fashion's Night Out with an exciting evening of fall runway shows, chic cocktail receptions, gift-with-purchase promotions, and limited edition products for shoppers. For the second year in a row, Ala Moana Center will bring this global event to Honolulu. Festivities will be held Sept. 10, 2010 from 5-9 p.m. at Ala Moana Center.

"We are thrilled to bring Fashion's Night Out to Honolulu once again and be a part of this world-wide initiative that celebrates fashion," said Jasmine Tso, marketing and promotions director for Ala Moana Center. "With more than 80 of our retailers participating this year, Ala Moana Center looks forward to putting the fun back in shopping all while helping a great cause through our charitable partnership with Dress for Success."

Fashion's Night Out is a program created in 2009 in a collaboration between American *Vogue*, the Council of Fashion Designers of America, NYC & Company, and the City of New York. Retailers, designers and

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brands throughout New York City are participating, along with at least 15 countries led by international *Vogue* editions, including Australia, China, France, Japan, India, Italy, and Germany.

An Evening Celebrating Fashion

This year, more than 80 retailers will offer special incentives for shoppers to celebrate fashion. Neiman Marcus will host a "Project: Trends" event where local fashion students will compete in a styling contest by dressing live models judged by a panel of fashion and media personalities. Nordstrom will feature mini fashion seminars and a gift with purchase. Luxury stores Escada, Fendi, Gucci, Harry Winston, Miu Miu, and more will host cocktail and refreshment receptions. Stores including Brontibay Paris, Custo Barcelona, Folli Follie, Island Edge, J. Crew-on-the-island, LeSportsac, Maui Divers, Pandora, Sears, Swatch, and True Religion Brand Jeans are just a few of the stores offering gift-with-purchases.

Ala Moana Center will be showing off the latest fall trends at live runway shows scheduled each hour at Center Stage. In addition, Ala Moana Center will be offering a free limited-edition fashion bag with \$75 in Ala Moana Center receipts from participating Fashion's Night Out stores dated Sept. 10, 2010 from 5-9 p.m., redeemable at mall level, Center Court while supplies last.

Fashion Gives Back

To ensure that an evening of fashion and fun also supports the greater good, Ala Moana Center will be accepting donations during the event for Dress for Success Honolulu, a non-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Shoppers are encouraged to bring classic suits and separates, dresses, jackets and sweater sets, handbags, accessories and shoes, and unused cosmetics, creams and toiletries to the following locations throughout the center: Center Court (mall level), Betsey Johnson, Cole Haan, Custo Barcelona, DKNY, Folli Follie, Hawaiian Island Creations, Ho'ala Salon and Spa, Jimmy Choo, Links of London, Neiman Marcus, Sephora, Valerie Joseph, and Vera Bradley. Some stores participating in the Fashion's Night Out event will offer special discounts and incentives for Dress for Success donations.

Fashion's Night Out at Ala Moana Center, the only such event in Hawai'i, helps symbolize Ala Moana Center's significance as a major contributor to the economy and aims to enliven the consumer spirit. For a complete listing of events at Ala Moana Center, visit www.AlaMoanaCenter.com.

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ABOUT ALA MOANA CENTER

Ala Moana Center is the world's largest outdoor shopping center and Hawaii's premier shopping, entertainment, and dining destination with 290 stores, including nearly 70 dining options. Ala Moana Center features a diverse collection of stores including locally owned boutiques and national retailers. Visit www.AlaMoanaCenter.com for more information.

Ala Moana Center is owned and/or managed by General Growth Properties, Inc. GGP currently has ownership interest in, or management responsibility for more than 200 regional shopping malls in 43 states, as well as ownership in planned community developments and commercial office buildings. The company's portfolio totals approximately 200 million square feet of retail space and includes over 24,000 retail stores nationwide. The company is listed on the New York Stock Exchange under the symbol GGP. For more information, please visit the company web site at <http://www.ggp.com>.

ABOUT FASHION'S NIGHT OUT

Fashion's Night Out (FNO) is an unprecedented global initiative created to celebrate fashion, restore consumer confidence, and boost the industry's economy. In the United States, the program is a collaboration between American *Vogue*, the Council of Fashion Designers of America, NYC & Company, and the City of New York. On September 10, 2010, Fashion's Night Out will return to New York City and launch in cities nationwide to put the fun back in shopping, with designer appearances, live windows, celebrity guests, and other special events. Around the world, and led by fifteen international Vogue editions (Australia, Britain, China, France, Germany, Greece, India, Italy, Japan, Korea, Portugal, Russia, Spain, Taiwan, and Turkey), each country will celebrate Fashion's Night Out on one night between Sept 7 and Sept 16, 2010. Fashion's Night Out will be the subject of a one-hour special on CBS on September 14, 2010. For more information visit www.fashionsnightout.com, powered by QVC, or join us on Facebook and Twitter (www.twitter.com/fnonyc).

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