



News Release

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Richard L. Rodriguez, Commissioner

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CHICAGO'S AIRPORTS FOCUS ON FASHION

Airport fashion shows and designer displays support Fashion Focus Chicago 2008

CHICAGO – O'Hare and Midway International Airports are dressing up to support Fashion Focus Chicago 2008 with live fashion shows, exhibitions and banners highlighting the city's fashion industry. O'Hare will host live fashion shows today and house a 'fashion concierge' through October 9, where visitors can find out more about Chicago's designers and shopping scene.

"These shows and exhibits allow our passengers to experience a bit of Fashion Focus Chicago right at our airports," said Aviation Commissioner Richard L. Rodriguez. "Chicago Fashion in the Airport showcases local designers and shops to hundreds of thousands of travelers from around the world."

Earlier today, fashion shows at O'Hare moved to each terminal throughout the airport, entertaining travelers while promoting designers who live and work in Chicago. The first show took place in Terminal 2 and was followed by several more impromptu runway shows throughout the airport's concourses.

In addition to the fashion shows, a Chicago Fashion Exhibition located in Terminal 2 at O'Hare will have designer garments and accessories on display through October 9. The exhibition area will be staffed daily from 11 a.m. to 7 p.m. with a fashion concierge who will share expertise on fashion and shopping in the city. Passengers can view a video showcasing local designers and boutiques, and pick up information about Chicago's fashion events and shopping scene. At Midway, Fashion Focus Chicago 2008 banners will be on display to promote the fourth annual fashion event.

"This partnership is very exciting for Chicago's fashion industry because O'Hare is the key portal into our city," said Melissa Gamble, Director of Fashion Arts and Events, City of Chicago. "I am thrilled that visitors from around the world will get a chance to view and learn about Chicago designer fashions."

The Chicago Airport System's cultural programs aim to promote O'Hare and Midway International Airports as extensions of the city by offering a taste of Chicago's key cultural attributes. The "Music in the Air" airport entertainment program features live art, music and dance entertainment to coincide with events such as the Gospel, Blues and Jazz festivals. *Terminal Tunes*, the Department of Aviation's award-winning overhead music program, features songs by Chicago artists ranging from blues to jazz to country and classical.

CHICAGO FASHION AT THE AIRPORT/page two

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The Chicago Airport System is self-supporting, using no local or state tax dollars for operations or capital improvements at O'Hare and Midway International airports. Together, Chicago's airports generate more than \$45 billion in annual economic activity and create 540,000 jobs for the region. Please visit www.flychicago.com to learn more about the Chicago Airport System.

Chicago Fashion in the Airport is part of Mayor Richard M. Daley's Fashion Initiative. The Mayor's Fashion Initiative supports and promotes fashion designers living and working in Chicago through programs such as Fashion Focus Chicago, October 1 – 8, 2008. Chicago boasts more than 250 designers and 400 independent fashion boutiques. To learn more about this exciting industry, please check out www.chicagofashionresource.com.

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Two photos below –



CHICAGO FASHION AT THE AIRPORT/page three



Caption - Models modeling fashions by local Chicago designers appeared at O'Hare International Airport on Sept. 25. The fashion shows were held to support Fashion Focus Chicago 2008, in combination with exhibitions and banners highlighting the city's fashion industry. O'Hare will also house a 'fashion concierge' through October 9, where visitors can find out more about Chicago's designers and shopping scene.

Courtesy Chicago Dept. of Aviation

Higher resolution images are available upon request.