

Created by: Debra C. Argen

## Farewell to Mercedes-Benz Fashion Week at Bryant Park

Since 1993, **Bryant Park** has been the home of **Fashion Week** in **New York**, where by invitation only, guests have the opportunity to preview collections for the upcoming season. February 2010 celebrated the last **Mercedes-Benz Fashion Week** shows at **Bryant Park** and **Luxury Experience** was at the shows to wish a fond farewell before the show moves to its new home at **LincolnCenter** in September 2010. In September and February, **Bryant Park** bordered by Fifth and Sixth Avenues between 42nd and 40th Streets, was transformed like Cinderella into a fashion extravaganza, its bright white tents a beacon for those in the fashion know, as well as for non-industry New Yorkers and tourists who clamored alongside the steps leading to the entrance tent to catch a glimpse of the celebrities entering and exiting the venue. The atmosphere was one of excitement; the air crackled with anticipation, bright with possibility, "the place" for fashion both on the catwalks as well in the stands.



**Debra under the Tent at Bryant Park**

Once we walked up the stairs and entered the tent it was easy to forget that we were actually outside standing in Bryant Park. Gone were the trees, the older gentlemen playing chess at the metal tables and chairs, and it seemed perfectly natural to see two Mercedes-Benz automobiles flanking the entrance and an immense fountain surrounded by flat screen televisions providing highlights of past shows while waiting to be admitted for the next show in the **Salon**, the **Promenade**, or the **Tent**.

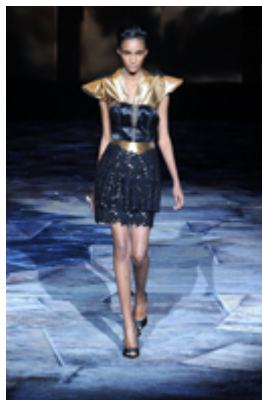


**Entrance to Tent at Bryant Park**

This past season, February 11 - 18, 2010, **Chambord** cocktails and **Starbucks Coffee Frappuccinos** beckoned to make the wait between shows pleasantly pass by; **Maybelline** cosmetics and **TRESemmé** plied their trade enticing with comfortable seating and a look at their latest product lines; and **Forever by**

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**Mariah Carey** perfume wafted in the air.



**Arise**

**Carlos Miele**

**Ports 1961**

**Fall Fashions 2010**

A few of the many Mercedes-Benz Fashion Week Fall 2010 shows that we attended included shows by **Carlos Miele, Tadashi Shoji, Perry Ellis, Venexiana, Ports 1961, Tracy Reese, Academy of Art University, Arise Magazine African Collective, Adam Lippes, and Twinkle by Wenlan**. Look for our upcoming **Fall 2010** previews over the next months in Luxury Experience.

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**Tadashi Shoji**

**Perry Ellis**

**Venexiana**

### **Fall Fashions 2010**

Throughout the years, Luxury Experience enjoyed attending the shows where we saw up and coming designers as well as those fully entrenched in the challenging, competitive, and exciting world called fashion. Looking back over the years, we saw newcomer **designer Jason Wu** wow the audience in February 2006 and whose rising star rocketed when he designed the white gown worn by **Michelle Obama** for the inaugural ball in Washington, D.C. in January 2009, as well as when designer [Davidelfin](#) surprised audiences with his tube top for men in September 2009. When it comes to fashion, it is anybody's guess what is next.

Although the Mercedes-Benz Fashion Week tents are now just a memory and Bryant Park has returned to being just a pretty tree lined park, we know that each time we pass by, we will still feel a hint of excitement as we remember the magic that transpired over the years under the tents and on the catwalks. Farewell Bryant Park, hello Lincoln Center!

As always, remember, that when it comes to fashion, it is not only about what you wear, it is also how you wear it! Know your own style and have a fashionable season!

For information on **Mercedes-Benz Fashion Week** in New York or other Mercedes-Benz Fashion Week International shows, please visit the Mercedes-Benz Fashion Week website at:

