

Retailers, designers show off their wares at fashion events around town



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Michelle Obama can't keep the fashion industry afloat on her own.

Thankfully Fashion's Night Out was started four years ago in New York. The night gives retailers and designers a chance to showcase their clothes and accessories, and customers- can shop with a glass of bubbly in hand.

Boston has its own version — with dozens of events around the city tonight. Some neighborhoods have themes (the South End is marketing itself as the Red Light District, serving red cocktails and giving out "dollars" to area restaurants).



All events are free and open to the public. The full list is at www.fnoboston.com, but here's a sampling:

6 to 9 p.m. — Copley Place hosts a runway show at center court with designer labels from Neiman Marcus, to be followed by a presentation from MassArt students.

Several stores in the mall including BCBG, Elie Tahari, Dior, Vince and Bebe will also host individual festivities.

6 to 9 p.m. — Gilda's in Newton Centre (101 Union St.) is a FNO virgin. The clothing boutique will showcase one-of-a-kind and limited-edition pieces from Pam Dietrich, Christiansen, Urban Jewels and Amy Glenn/A147G.

6 to 9 p.m. — Jeweler Sophie Blake and Succarra host the designer's newest collection at Hotel Chocolat, 141 Newbury St. Enjoy champagne and a chocolate tasting while shopping for the bold baubles.

4 to 9 p.m. — The Fashion Truck and Swirl, a shopping app, have cornered the mobile market at 24 School St. (on the plaza in front of the former Borders bookstore). Download Swirl's app and get a free accessory, and donate gently worn clothes to www.fashionproject.com and receive 10 percent off TFT purchases.

6 to 8 p.m. — Christofle (296 Boylston St.) hosts a champagne soiree and jewelry raffle.

10 a.m. to 9 p.m. — Sweet (225 Newbury St.) partnered with local designers Daniela Corte and Mike & Ton (designed by Michael De Paulo and Tonya Mezrich) to create Red Carpet Red Velvet, Couture Chocolate and Vogue Vanilla cupcakes (\$4 each). From 6:30 to 8:30 p.m., customers can enjoy free frosting shots and check out the designers' apparel.

6 to 10 p.m. — Casa Couture trunk show at Cuoio, 128 Newbury St. Music, drink and light bites and 10 percent off any purchase in the Casa line of expandable shoes.

7 to 9 p.m. — NECN's Jenny Johnson hosts Alex and Ani's party (115 Newbury St.), where customers can check out the Rhode Island-based jewelry company's latest collections. Model Club Inc. models show off fall hairstyles from Naz Kupelian.

6 to 10 p.m. — Dependable Cleaners (110 Newbury St.) hosts a pop-up shop featuring clothes from Ports & Co. of Cohasset. Fifteen percent of all gift card and table sales will benefit the Ellie Fund, and raffle prizes include a dress designed by local talent Nara Paz.