

FOR IMMEDIATE RELEASE



CONTACT:
Kristi Marks
Marketing Manager
Saks Fifth Avenue
805.884.504
Kristi_Marks@S5A.com

**SAKS FIFTH AVENUE SANTA BARBARA INVITES YOU TO
MEET REBECCA MINKOFF, HANDBAG AND
CONTEMPORARY LIFESTYLE DESIGNER**

Santa Barbara- October 2013- Saks Fifth Avenue, Santa Barbara is pleased to announce a Rebecca Minkoff personal appearance on Friday, October 11 where the renowned contemporary lifestyle designer will be showcasing her fall collection of handbags. The Fall 2013 collection embarks on a voyage to the future marrying modern, spacesuit-like construction details and a new sophisticated grunge attitude. The duality of the collection finds common ground in the fearlessness that so defines the two influences, tapping into today's confident, self-assured woman.

To celebrate Rebecca Minkoff's personal appearance, Saks Fifth Avenue Santa Barbara will be hosting an event evoking the same edgy, fearless spirit of her collection with great music, fun food and drinks – all tying into the themes, color palettes and concepts of the current season. From 4 to 6, Saks and Rebecca Minkoff will be hosting a cocktail reception including a custom nail and lip bar, cocktails and light bites. Guests will be able to meet Rebecca and get their Rebecca Minkoff purchase personally signed by the designer.

Saks Fifth Avenue Santa Barbara will also be donating a portion of the event sales to benefit Hospice of Santa Barbara, an organization dedicated to caring for individuals experiencing the impact of a life threatening illness or grieving the death of a loved one.

For more information or to RSVP for the event, please call Kristi Marks, Marketing Manager, at 805.884.5204. or email Kristi_Marks@s5a.com.

About Saks Fifth Avenue

Saks Fifth Avenue, one of the world's preeminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and gifts, and the first-rate fashion expertise and exemplary client service of its Associates. Today, Saks operates 43 full-line stores in 20 states, 5 international licensed stores, 65 Saks Fifth Avenue OFF 5TH stores and saks.com, the company's online store.

Saks Fifth Avenue is proud to be named a J.D. Power and Associates 2012 Customer Service Champion and is only one of 50 U.S. companies so named.

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