

SANTANA ROW

FOR CALENDAR EDITORS

PRESS CONTACT: Ed Kiley

415-826-0785 / ed@edkiley.com

Santana Row's Second Annual POOLSIDE SOIREE Summer Fashion Show

Saturday, May 1, 2010 • Shows at Noon & 3 p.m.

WHAT: Santana Row's most popular summer event, **A Poolside Soiree**, returns for a second year to showcase the coolest looks for a hot summer in the most summery of spots—poolside at Santana Heights, Santana Row's resort-style residential complex. Two runway shows will feature the newest styles from Anthropologie, Donald J. Pliner, H&M, Anne Fontaine, Brooks Brothers, BCBG Max Azria, Pink Stripes, Tommy Bahama, Cole Haan, Urban Outfitters, Boutique Harajuku, Furla and more. Legendary bridal retailer **Priscilla of Boston**, set to open its 7,000 square foot salon this spring, will make its Santana Row fashion show debut with the latest in bridalwear designs.

Tickets are \$40 and include poolside seating at the runway show, access to the onsite Style Boutique, champagne & wine, light hors d'oeuvres, post-show party in a premier residential loft, and a chance to win a "Weekend for Two on the Row" valued at \$1,000.

WHEN: **Saturday, May 1, 2010**
Shows at Noon & 3 p.m.

WHERE: **The Pool at Santana Heights**
377 Santana Row
Enter by elevator in the Via of Santana Heights behind Sino Restaurant

TICKETS: Available beginning Monday, March 15 at the Santana Row Concierge Center, 408-551-4611 or online at santanarow.com.

MORE: **Santana Row** is Silicon Valley's premier destination for shopping, dining and nightlife. Santana Row features 578,000 square feet of retail, more than two dozen acclaimed restaurants, a 213-room boutique hotel and six-screen movie theatre, all surrounded by landscaped gardens, parks and plazas. Above the retail pedestal are 514 residential units, featuring a fitness center and resort-style pool, and 65,000 square feet of office space. Santana Row is a property of Federal Realty Investment Trust (NYSE:FRT), headquartered in Rockville, Maryland.

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