

## Local stores, boutiques to hit runway in 'Fashion Under the Flatirons'

**By Christy Fantz** For the Camera  
Boulder Daily Camera

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Boulder has never been pegged as a fashion capital.

But Terri Takata-Smith, director of marketing and communications for Downtown Boulder Inc., is hoping the inaugural "Fashion Under the Flatirons" runway show at the Boulder Theater tonight will stylize this city's image.

"I think that fashion isn't at the front of everyone's mind when thinking about downtown Boulder," Takata-Smith said. "But I think Boulder has so many hidden treasures when it comes to fashion. Often when people think downtown Boulder, they focus on our fantastic restaurants.

"But there are so many trendy boutiques downtown."

The high-paced fashion event will showcase models strutting local Boulder boutique styles on a runway, emceed by World Cup freestyle ski champion and former University of Colorado football player Jeremy Bloom.

Rebecca Birnbach, manager at Volcom, 1223 Pearl St., said she thinks "Fashion Under the Flatirons" is a great way to assemble the local community to promote Boulder trends.

"I think it will help to draw shoppers down to Pearl Street and let them know the variety of different stores and products," Birnbach said. "I would say Boulder's fashion is an eclectic mix. We have everything from outdoorsy styles to the student population at CU who come from all over the country and bring a mix of fashions."

The event will showcase clothing, jewelry and accessories from 25 to 30 downtown merchants. There will be beauty stations, a silent auction, and food and drinks from downtown businesses -- plus all attendees will receive a 20 percent discount from participating merchants this weekend.

Three models per store will strut the catwalk in various fashions, from children to adults.

John Schopbach, owner of Weekends, 1200 Pearl St., said the store has never participated in a group fashion show before.

"This is an exciting event for Boulder," Schopbach said. "A show like this would definitely be our hope in bringing more fashion awareness to Boulder. Boulder does often get stereotyped as being not very fashionable, but that's what we're here for.

"We've been here 20 years that's what we do."

A portion of the evening's proceeds will benefit Impact on Education, a local nonprofit organization that raises support for public education.

Takata-Smith said the typical Downtown Boulder Inc. events, such as the ArtFair, often lure visitors to Boulder to enjoy the scenery.

"For 'Fashion Under the Flatirons,' we wanted to focus on an event to highlight all of the great boutiques in the downtown area," Takata-Smith said. "We want to get fashion on everyone's mind."

### **If you go**

**What:** Downtown Boulder's  
"Fashion Under the Flatirons"

**When:** 7:30 tonight

**Where:** Boulder Theater, 2032

14th St.

**Cost:** \$35-\$100

[boulderdowntown.com](http://boulderdowntown.com)

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