



# CRAVEshow!™ 07

Seattle's Premier Indulgence & Style Event

## FOR IMMEDIATE RELEASE

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### Nine Categories of Interest to Women

CRAVEshow! is set up like a collection of boutiques, and organized around nine interconnecting themes reflecting the interests of modern women:

<b>INDULGE</b>	Sip – Savor
<b>FASHION</b>	Clothing - Adornment
<b>CONNECT</b>	Networking – Relationships
<b>BODY</b>	Fitness – Nutrition
<b>BEAUTY</b>	Inner – Outer
<b>SUSTAIN</b>	Environment – Charity
<b>EVOLVE</b>	Money – Business – Life
<b>PAMPER</b>	Spa – Relax
<b>EXPLORE</b>	Travel – Learn

#### INDULGE

We'll be cooking up some of the hottest dishes in town! Join Northwest diva Chef Kathy Casey and her "all-male chef review" in the Ground Floor Kitchen. On Saturday, two outstanding chefs join Kathy - Kevin Davis, owner and chef of Steelhead Diner and Thierry Rautureau, the "Chef in the Hat" from world-famous Rover's – to show you how to create some mouth-watering specialties for your holiday feasts. Kathy keeps things hot on Sunday with exotic flavors from Chef Peter Kuang of Greenleaf and Chef Wayne Johnson of Andaluca who will show you how to create plates that warm both heart and soul. Other star chefs joining Kathy are Jason Wilson from Crush, Don Curtis from Volterra, and Harvest Vine's Joseba Jimenez de Jimenez.

#### FASHION

CRAVE fashion, but want to be a smart consumer? Our fashion line-up is packed all weekend long with experts and fashion shows, plus mini-boutiques offering clothes, accessories shoes and more. Start your holiday shopping at Craveshow! See the latest looks with Polite Society and Yazı, and become a student of style with the region's foremost experts. Find out how to make your clothing purchases sustainable, and look smart without forking over a bundle. Learn from Carrie and Danielle who won't let you leave without a solid understanding of what inspires your style and which looks empower your inner empress. Designer Lizzie Parker shows her sustainable and wearable pieces. 'Boob Lady' Elizabeth Squires shares her secrets on how to dress your breasts for work, play and pleasure. Watch boots on parade from Horseshoe boutique. Primp Doggie dazzles with the latest in doggie *prêt-a-porter*.

## CONNECT

Living your best life can be as simple as simplifying and making more time for those you love. Connection experts like *Seattle Magazine's* lifestyle guru Kelley Moore along with life coaching professionals from Zeenami will offer free advice to reduce your stress and deliver creative solutions for some of life's most challenging situations. Kelley is the day's hostess. She interviews specialists who give guidance on dating and relating, and nurturing and networking. From holiday party planning to familial communication break-downs, they help you laugh through it all and deal gracefully with your complex life. Prepare to be enlightened, empowered and enriched.

## BODY

Healthy bodies support healthy minds and hearts. Women know that their bodies are their temples, and want these temples to look and feel fantastic. Meet holistic experts who support your body's overall health. Yoga demonstrations hosted by 8 Limbs Yoga will be held throughout the weekend. Get advice from sports and fitness guru Susan Kleiner, Ph.D., author of *The Good Mood Diet: Feel Great While You Lose Weight*. Learn to bellydance, maintain weight during the holidays, and give yourself a "yoga-facelift," Feast on high-energy Luna snacks. Love your body the way it is, and the way it might be with more TLC

## BEAUTY

Inner beauty meets outer beauty. Get the look, confidence and know-how you desire. Cosmetics trendsetter NARS along with Calidora Skin Clinic will help you look radiant and feel great in a few easy steps. Then get inspired and laugh with other ladies at our "beauty faux pas confessional." Join our brilliant crew of experts talking about dressing, dating, and walking with style, plus a whole lot more. Join Alma Avery Rubenstein and learn how to flirt using what you've already got, plus how to increase your dating options. Listen as Seattle magazine's bridal expert Ali Basye shares her best tips on smart and easy ways to keep your wedding or next big event gorgeous, and if you want, even green. Open to new ideas of real beauty, even perspectives you've never encountered before.

## SUSTAIN

The CRAVEshow! believes in treading lightly and giving back to the community. We've invited experts in sustainable living along with charities doing marvelous work in the world. Learn environmentally friendly ideas for transportation, living, dressing, exercise and beyond. Among the experts - Sustainable Style Foundation will offer free tips on how you can incorporate green ideas in every aspect of your stylish life. We'll help you find a sustainable banker – go green with your green! Local home designers like Environmental Home Center can walk you through a myriad of selections to help design your abode in environment-friendly style. Other charities to inspire us are the Wilderness Society, Susan G. Komen for the Cure, and Girls on the Run.

## EVOLVE

Money! If this word elicits feelings of fear, power and/or excitement, then this is the place for you. Some of Seattle's most successful businesswomen are at the CRAVEshow! to share their knowledge learned from living in the peaks and valleys of the marketplace. Learn how to create and manage the wealth you desire in life. Find out how to do what you love and earn a living from Whitney and Wyatt, two friends who quit their corporate jobs to follow their dreams. Learn how to turn a profit online from E-Bay aficionado Janelle Elms. Meet women who broke business barriers like Habitude's Inez Grey, Chef Kathy Casey, Sheryl Claus of DRY Soda and CRAVE's Founder Melody Biringer.

## PAMPER

Have you ever wanted to spend a whole day just sampling each spa or salon service without a single thought about the time or cost? CRAVEshow! and Habitude teamed up to pamper you with two experience-focused "pamper buffets." For only \$40 you can get a taste of some of Habitude's best services. Step into the world of relaxation with your choice of:

### **CRAVE-ings Spa Buffet\***

- Sensory Aroma Journey
- Aveda Spirit Customized Pure-fume
- Elemental Nature Reading and Skin Consultation
- Warm Stone Grounding or Herbal Warmth Neck Relief
- Stress relieving Blue Oil Neck Massage
- Reflexology Massage Treat on Hands or Feet

### **CRAVE-ings Salon Buffet\***

- Sensory Aroma Journey
- Aveda Spirit Customized Pure-fume
- Stress Relieving Paddle Brush Massage
- Visionary Cut and Color Consultation
- Steam Roller or Flat Iron Set and Style
- Feature Enhancing Make-up

\*Each experience will require about 40 minutes. Scheduling will happen at CRAVEshow!

## EXPLORE

Do you CRAVE adventure, escape, perspective, enlightenment? Discover new get-away concepts and vacation ideas. Learn how to create new adventures in your own mind, in your back yard, or somewhere new. VacationVacations is importing experts from around the country for the CRAVEshow. These mentors can help you design the ultimate dream job test-drive. That's right; spend your vacation doing what you've always wanted to do. If you're in need of some luxury and indulgence, Kimpton Hotels helps you get away in style for relaxing stays in Seattle, Portland, Vancouver B.C. and other North American locations. Feel like staying close to home? Meet Daily Candy Editor, Jasmine Moir and learn about her favorite Seattle discoveries.

## ABOUT CRAVEshow!

**Melody Biringer** started the CRAVE movement in 2001 as an early micro-trend entrepreneur. Instinct told her that busy women long for quality time with friends, better relationships, simple pleasures, pretty things and meaningful connections. *CRAVE Seattle, The Urban Girl's Manifesto* was published in 2002 and CRAVE Party was launched in 2003. CRAVE events take place in 15 cities in North America, with more coming. Melody's groundbreaking ideas have been featured in *Entrepreneur Magazine* and the *New York Times*. She was honored as a member of the *Puget Sound Business Journal's* "40 Under 40."

CRAVE will donate 20% of ticket sales revenue to charities that support sustainable living and help women.

Tickets for CRAVE Show! '07 can be purchased for \$25 at [www.craveshow.com](http://www.craveshow.com), or at the door.

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