

Official Automobile of Phoenix Fashion Week Announced

Written by Melissa Larsen



The official automobile of Phoenix Fashion Week has been announced: Mercedes-Benz. Schumacher European, Ltd. North Scottsdale's exclusive Mercedes-Benz dealer has selected Phoenix Fashion Week, taking place Oct. 2-4, as their next partnership and will join the organization's list of sponsors and partners as the "Official Automobile of Phoenix Fashion Week 2014."

"From day one we have set our sights on a global fashion market. Now, to align our brand with the pinnacle of luxury in automobiles further solidifies Phoenix Fashion Week as the leading fashion industry event in the Southwest while pushing Arizona fashion forward," says Executive Director Brian Hill.

In keeping with Phoenix Fashion Week's dedication to humanity and fashionable giving, the signature charity fashion show, Fashionably Pink, will be hosted for the first time at the striking Schumacher European, Ltd. Mercedes Benz showroom located off the 101 and Scottsdale Road in Phoenix.

"Our entire team here at Schumacher is proud to have this sponsorship with Phoenix Fashion Week and support breast cancer awareness by hosting Fashionably Pink in conjunction with the launch of the all new Mercedes-Benz GLA SUV, the all-new 2015 Mercedes Benz C class and C Class Coupe," says Kevin Steele, general manager, Schumacher European Ltd. Mercedes Benz.