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Fashion's Night Out: Pasadena's One Colorado gets in on the action

August 25, 2010 | 2:02 pm

Fashion's Night Out was created to boost retail sales in major fashion capitals, but this year's L.A. festivities will also bleed into Old Pasadena — via shopping center [One Colorado](#).

From 6 p.m. to 11 p.m. on Sept. 10, stores lining the quaint outdoor mall will be featuring one-night-only discounts, edible treats and special events.



Meanwhile, the mall itself will be hosting a live runway show in its spacious courtyard at 8 p.m., showcasing apparel and accessories gleaned from its various shops.

Best off all, there's free food and drinks being offered everywhere -- even in clothing shops.

A.B.S. will be serving up free chocolate and champagne, and offering free make-up applications and hair consultations; J. Crew and Juicy Couture will be plying shoppers with "light refreshments" (served by "two hunky Juicy boys" at Juicy) and offering special shopping incentives; Kate Spade will feature free style consultations; and Gap staffers will reveal the "five fits" of their new black pants while featuring free snacks and drinks.

The center's eateries plan to be even more generous with freebie food. Get a free dessert with any entree purchase at Akbar Restaurant and Il Fornaio Restaurant; nab some gratis premium Belgian chocolate at Leonidas Chocolate Café; down some vino and cheese at Russell's Restaurant; and get your cupcake on at Dot's Cupcakes, which will be serving up free mini-cupcakes while supplies last. Sweet.

For more information on the One Colorado Fashion's Night Out event, go to onecolorado.com/fno.

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