



PASADENA  
SHOWCASE  
HOUSE  
*for the Arts*

---

FOR IMMEDIATE RELEASE  
CONTACT:  
Rebecca Mikkelsen  
Public Relations & Marketing Chair  
626.660.5231  
PR@pasadenashowcase.org

## **THE SHOPS AT 2017 PASADENA SHOWCASE HOUSE OF DESIGN TO FEATURE 22 VENDORS**

### **Proceeds Fund Programs Supported by the Pasadena Showcase House for the Arts**

**PASADENA, CA** — What's one of the most treasured traditions when visiting the Pasadena Showcase House of Design? Checking out The Shops at Showcase. This year, The Shops will feature 22 curated merchants from throughout California. Appealing to visitors' varied tastes, The Shops will offer a wide-range of items at varying price points, including jewelry, luxury linens, gourmet foods, clothing for men and women, and an assortment of gifts.

"This year, we have two new merchants, three who have been with us before but not in recent years and 17 returning favorites, all with unique and quality offerings," said 2017 Benefit Chair Dana Marevich.

A portion of sales is donated to the Pasadena Showcase House for the Arts (PSHA) to support its music programs. Twenty-five percent of the total purchase is tax deductible as a charitable contribution.

This year, The Shops at Showcase will feature: Alpaca by Karim (fine alpaca garments, jewelry and accessories), BedHead Pajamas (charming pajamas for the whole family), Bird Dog Bay (whimsical and one of a kind accessories for men), Designer Sterling (unique sterling and gemstone jewelry), D.J. Giles (fashionable wraps and accessories), Gourmet Blends (gourmet flavored oil and vinegar), Herban Inc. (organic spa products), Janna Conner Los Angeles (jewelry inspired by the colors and multicultural richness of the California landscape), Jean Waters Fine Accessories (one of a kind fashion items), JP Designs (hand crafted and designed jewelry for a unique look), Lavender Blue (French provincial linens, accessories and gifts), Louise's Hats (straw and fabric hats and totes), Mark & Stephens (gourmet food items including products from Iveta Gourmet of Santa Cruz), Model Metalworks (handmade pine baskets, pewter, and hospitality items), Paco Soler (tapestry, chenille, and linen jackets, tops and shirts), Plantation House (creative home and personal accessories), Susie O's (handsome handbags and wallets), The Bee Cottage (unique home décor featuring wreaths and silk arrangements), The Treasured Accessory (jewelry that only looks expensive), Tuck by Mary C. Hodgen (elegant and casual designer clothing), Veronica's Garden (floral inspired home and garden décor), and Westlove (unique and captivating women's clothing).

Guests can revisit The Shops at Showcase and Restaurant without a ticket any time that Showcase is open to the public. The 2017 Showcase House will be open to guests from April 23 to May 21, 2017. Tickets cost between \$35-\$45. To purchase tickets, or for more information about PSHA, please visit [www.pasadenashowcase.org](http://www.pasadenashowcase.org). All visitors to Showcase House must be 12 years of age and older. Flat shoes only.

### **About Pasadena Showcase House for the Arts**

Pasadena Showcase House of Design (PSHA) supports music programs in the community with one of the nation's oldest and most successful house and garden tours, the Pasadena Showcase House for the Arts, now in its 53<sup>rd</sup> year. The all-volunteer, non-profit organization was founded in 1948 and has donated more than \$20 million to community music education programs.

Examples include the underwriting of concerts, choral productions, musical theater, opera, jazz quartets, marching bands, and orchestras at local schools, senior centers, and many other non-profit organizations. Additionally, a staple part of PSHA's program is music therapy for at-risk children, scholarships for young musicians, and music education at a variety of levels. This is in addition to their longstanding support of the Los Angeles Philharmonic Association. They also produce three highly regarded annual music programs: Music Mobile™, Instrumental Competition, and Youth Concert.

To learn more about PSHA, membership, the programs it funds or the Designer Showcase House for the Arts, visit [www.pasadenashowcase.org](http://www.pasadenashowcase.org).

###