

Late Night Fashion on Friday

By [The Moscow Times](#)

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Local stars showing off a charity T-shirt, "I'm a shopaholic," on sale Friday.

Friday is Fashion Night in Moscow as boutiques stay open late to woo customers with champagne, special offers and skimpy T-shirts you can draw on.

Invented by American Vogue editor-in-chief Anna Wintour, "Fashion's Night Out" sees the fashion industry trying to make friends.

"Fashion week is very much for the industry and for the insiders, and this was really to open up fashion to everybody," Wintour said last year.

Moscow took part for the first time last year, and 2010 will see it expand with dozens of events. Lots of designers including Alyona Akhmadulina and Valentin Yudashkin will keep the doors to their boutiques open until midnight, and there will be a fashion show of new collections by designers such as Arsenicum and Vika Gazinskaya on the third floor of the TsUM department store.

One of the night's highlights will be at the Denis Simachev boutique, where a new interior design will be unveiled along with a collection of clothes and Apple products with designs by Simachev.

Yudashkin's boutique is offering an exclusive chance to get made up by stylists from Helena Rubenstein and L'Oreal. Akhmadulina's has 70 percent sales on its summer collection. And Guiseppe Zanotti Design is presenting strawberries and chocolate truffles along with an opportunity to win a pair of expensive shoes.

If you need help getting around to all the events, then you can take part in a competition to win a Mini Cooper plus driver for seven hours of the night.

For more information, visit the web site www.fashionsnightout.ru.

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