



Review: Sassy City Chicks Fashion Bash Offers Swag in the City

Perhaps the iconic fashion figure of Carrie Bradshaw from “Sex and The City” captured it best when she said, “I like my money right where I can see it, in my closet.” If this idiom rings even remotely true for you, then the Sassy City Chick’s Fashion Bash on February 24th in the historic Gaslamp District of downtown San Diego would have fulfilled this wish without breaking your wallet. The Los Angeles based PR firm Haute Life is the production hand behind this substantial shopping exhibition, which is held in over eight major cities including New York, Chicago and Miami.

This bash was like having the pages of your favorite magazine come to life right before your eyes, but better! Imagine celebrity endorsed products at discounted prices, clothing ranging from \$5 to \$10, plus a bevy of free items from gift bags, cocktails, manicures, massages to makeup and hair.



Complimentary makeovers

Elements of a phenomenal shopping experience made attendees feel like they hit a sensory jackpot. The thumping beats of the DJ kept everyone’s adrenaline flowing as they perused Solas Handbags, which have internal lights based on one’s Chakras and have been worn by A-listers Britney Spears and Cameron Diaz. Also on hand were True Religion Jeans offered at over 50% discount, which made you feel like you were just let in on the world’s best kept secret sale.



The most memorable aspect of the night was not only the convergence of affordable items seamlessly paired with the luxurious, but also the uniqueness of the featured vendors. California Fruit Wine, which just launched in November of last year, happens to be made from all fruits other than grapes and includes classic flavors such as cherry, plum, strawberry and peach.



Additionally, The Basement Boutique, which has been located in San Diego for over 26 years, featured local designers, classic designer re-sales and vintage pieces which seemed to offer something for everyone's tastes.

The body applicator, It Works, which helps to detox the body and remove cellulite, was also in attendance and was recently featured in Emmy & Oscar Awards celebrity gift bags.

Sue Devitt Beauty, whose celebrity clientele includes Jennifer Lopez and Eva Longoria, offered their products as a highlighted vendor as well as provided complimentary make-overs.



Sue Devitt Beauty

Overall, the night hit a memorable mark in terms of capturing a shopper's dream mixing affordability with luxury, leaving behind a unique retail footprint. The essence of the environment itself was one filled with high octane excitement paired with a sense of pampering. As if this affair wasn't enough, there was a free limo bus, which escorted guests to The Andaz Hotel, one of San Diego's premier locations for entertainment and nightlife. And while we all may not be able to afford the highest priced items in the world, like per se a Carrie Bradshaw, Sassy City Chicks still caters to this wish and with an apparent ease, they deliver. Swag hit the city of San Diego in style, albeit leaving many attendees exclaiming, "I like my money right where I can see it, in my wallet."

All photos by Kania Hayes