

**2008 “3 Days of Fashion” for Parents  
San Diego**

**Day 1 – Monday, June 30, 2008**

**1<sup>st</sup> Day – No Charge**

**9:30 a.m. – 10:15 a.m. Walking Tour**

See the spectacular future home of the FIDM San Diego campus. Located in the center of the new PETCO Park, the Diamond View Towers offer panoramic views of the bay, the downtown skyline, Balboa Park, and the mountains on the horizon. Sleek contemporary design brings together the old style distinction of the East Village with the modern look of the San Diego skyline. Within walking distance are the Seaport Village, Gaslamp Quarter, and San Diego Convention Center.

**10:15 a.m. – 11:15 a.m. Presentation at Diamond View Towers**

Meet with knowledgeable FIDM professionals and world-famous FIDM Alumnus Estevan Ramos

**11:15 a.m. – 11:30 a.m. Travel to Old Town**

Nestled in the heart of San Diego, the birthplace of California

**11:30 a.m.– 12:30 p.m. Shop Old Town**

There are 32 restaurants, 106 specialty shops, 12 art galleries, 27 historic buildings & sites, several historic parks & museums, and Old Town TrolleyTours.

**12:30 p.m. – 1:30 p.m. Lunch in Old Town**

**1:30 p.m. – 2:00 p.m. Travel to Seaport Village**

See a 14-acre waterfront shopping, dining, and entertainment complex. Recreating a harborside setting of a century ago, it includes 54 one-of-a-kind shops, 13 casual dining eateries, and 4 fine dining waterfront restaurants.

**2:00 p.m. – 3:00 p.m. Coffee in the Village**

**3:00 p.m. – 3:45 p.m. Driving Tour of Downtown San Diego**

**3:45 p.m. – 4:00 p.m. Travel to Diamond View Towers**

Return to vehicles.

**Day 2 – Tuesday, July 1, 2008**

**Optional 2<sup>nd</sup> Day – \$30**

**8:45 a.m. – 10:15 a.m.: Travel to Student Housing & Tour of Housing**

**10:15 a.m. - 11:00 a.m. Travel to Cedros Design District**

Break out of the mall scene for a charming niche shopping area with style. Tucked in Solana Beach is the hippest hotbed for artistic treasures. More than 85 shops, each with its own personality, display one-of-a-kind items you could only dream of finding in the department store maze. Saunter through studios, small houses converted into stores, and attractive boutiques that make you feel like you're lost on European side streets.

**11:00 a.m. – 2:15 p.m.**

Group A

11:00 a.m. – 11:30 a.m.: Meet Local Designer  
11:30 a.m. – 12:30 p.m.: Shop Cedros Design District  
12:30 p.m. – 1:30 p.m. Lunch  
1:30 p.m. – 2:15 p.m. Shop Cedros Design District

Group B

11:00 a.m. - 12:00 p.m. Shop Cedros Design District  
12:00 p.m.- 1:00 p.m. Lunch  
1:15 p.m. - 1:45 p.m. Meet Local Designer  
1:45 – 2:15: Shop Cedros Design District

**2:15 p.m. – 2:30 p.m. Travel to Del Mar**

Marvel at the breathtaking ocean views, award-winning restaurants, and trend-setting selection of shops and boutiques.

**2:30 p.m. – 3:15 p.m. Coffee in Del Mar**

**3:15 p.m. – 4:00 p.m. Travel to FIDM**

**Day 3 - Wednesday, July 2, 2008**

**3<sup>rd</sup> Day – No Charge**

**8:45 a.m. – 9:30 a.m. Meet Admissions Advisors on Campus**

Get answers to your question about admissions criteria and what to expect with enrollment.

**9:30 a.m. – 10:30 a.m. Fashion Trends Fall 2008**

Learn what's on the horizon for the Fall. What's hot and what's not.

**10:30 a.m. – 11:00 a.m. Tour Horton Plaza**

Visit this downtown mall with 7 levels twisted through 6 ½ city blocks. 172 shops, restaurants, boutiques, and bistros

**11:00 a.m. – 3:00 p.m. Shop Horton Plaza**

Lunch on your own (remember that the Gaslamp Quarter is close by)

**3:00 p.m. – 3:30 p.m. Return to FIDM Campus**

**Note: Student workshops will end at 4:00 p.m. today. Students can be picked up at Diamond View Towers (New Campus Location) 15<sup>th</sup> Floor**