

**Georgetown's *The Fall Issue* Promotion Celebrates the New Season with
Specials and Events, Sept. 19-29**

More than 60 Georgetown businesses are participating in 11 days of promotions and events at stores, salons, galleries, restaurants, bars and entertainment venues.

Washington, D.C. (August 27, 2019) – More than 60 Georgetown stores, salons, galleries, restaurants, bars, and entertainment venues are participating in *The Fall Issue*—a new neighborhood-wide promotion offering specials and events from Thursday, September 19 – Sunday, September 29.

“Historically, September is an important month and issue for lifestyle publications—signaling the end of summer and featuring inspirational finds for the upcoming fall season,” said Nancy Miyahira, Georgetown BID Vice President and Director of Marketing. “Inspired by the fresh content rolling out in September issues everywhere, the Georgetown Business Improvement District wants to bring it to life by highlighting our businesses’ best events and promotions for the fall, from shopping, to dining and sipping, art and home design, wellness and beauty.”

Unless otherwise noted, promotions and events run Sept. 19-29. Visit www.georgetowndc.com/thefallissue for the full list of participating businesses, noted below.

Attendees who share their *The Fall Issue* experience on Instagram using #thefallissue will be entered to win a \$100 gift card, with three winners announced on Sept. 30.

FASHION

- Amina Rubinacci Georgetown (2822 Pennsylvania Ave) - Informal modeling of Fall/Winter 2019 Collection from 5 - 7 PM on Sept. 25 and 29. 70% savings on select items. Enter to win a prize with purchase.
- Ann Mashburn (3251 Prospect St) - Informal modeling of Fall/Winter 2019 Collection from 5 - 7 PM on Sept. 25 and 29. 70% savings on select items. Enter to win a prize with purchase.
- Athleta (3229 M St) - Mention *The Fall Issue* and receive 20% off one regular-priced item. Join two Athleta FitPros Sept. 22 from 9 - 11 AM for Power in Practice: A free yoga event. Enjoy a pre-event shopping party and receive a \$25 discount on purchases! Must attend pre-shopping party from 8:15 - 9 AM to get discount.
- Ella Rue (3231 P St) - Sip bubbly and enjoy bites, plus 20% off all sweaters and denim on Sept 25.
- Free People (3009 M St) - Sip bubbly while shopping our exclusive Fall Collection.
- Jaryam (1531 Wisconsin Ave) - Preview fall fashions from Maliparmi clothing and Emilio Cavallini hosiery. Receive a free pair of Portolano gloves (\$30 value) with a \$100 purchase.

- Jewelers' Werk Galerie (3319 Cady's Alley) - See our fall show, Sept. 14 - Oct 4., featuring international jewelry artists Samira Goetz, Joohee Han, and Nadine Kuffner, and enjoy bubbly on Saturdays while you shop.
- John Fluevog Shoes (1265 Wisconsin Ave) - Be the first to see and shop limited-run John Fluevog Shoes fall line.
- LiLi The First (1419 Wisconsin Ave) - 2019 Fall Fashion First Look: All-day event on Sept. 21 introducing the fall collections from Italy, Japan, England, Israel, Brazil, South Korea and France.
- Lilly Pulitzer (1079 Wisconsin Ave) - Shop our latest collection at Lilly Pulitzer Georgetown! Gift with purchase of \$150+ when you mention *The Fall Issue*.
- Little Birdies Boutique (1526 Wisconsin Ave) - Shop new back-to-school styles, and check out the Wash with Water organic product line in-store event, Sept. 22 from 11 AM - 4 PM.
- Lou Lou Boutiques (1304 Wisconsin Ave) - 20% off one full-price, in-store item.
- Modern Trousseau (1523 Wisconsin Ave) - 20% off veils when ordered with a Modern Trousseau custom gown.
- Outdoor Voices (3025 M St) - Join us at 10 AM on Sept. 22 for Endorphin Hour with Arkady from CorePower Yoga--a 60-minute Vinyasa flow. On Sept. 29, join the OV Jogger's Club and Chaia Taco for a 2.2-mile jog beginning at 11 AM. Afterward, enjoy one free taco and drink from Chaia.
- Pretty Chic (1671 Wisconsin Ave) - 50% off select jewelry and special clothing racks with \$10 per piece, or 3 for \$25.
- Rag & Bone (3061 and 3067 M St) - Drop off any old pair of jeans from any brand to one of our stores in Georgetown and receive 20% off your in-store denim purchase that day. Jean skirts and shorts included! The Blue Jeans Go Green™ program will turn the old denim into housing insulation for organizations like Habitat for Humanity.
- REDDz Trading (1413 Wisconsin Ave) - Mention *The Fall Issue* or the Georgetown BID to receive 20% off, Sept. 23 - 26.
- Sid Mashburn (3206 N St) - Enjoy a drink and a personal style consultation while you shop.
- T&U Mongolian Cashmere by GOBI (1663 Wisconsin Ave) - Shop T&U Cashmere's very first cashmere line, Sept. 25!
- The Phoenix (1514 Wisconsin Ave) - Join us Saturdays for special events and a sip + shop. Mention *The Fall Issue* to receive 15% off all new fall clothing. On Sept 28, 12-5 PM, Karen Domenici of Domenici Designs will share her passion & process of sourcing her collection from the best Native American silversmiths from across the Southwest. 10% of sales will benefit CASA for Children of DC.
- Tuckernuck (1053 Wisconsin Ave) - Join us Sept. 19 - 22 for a Dudley Stephens Trunk Show and shop exclusives from one of our favorite new brands. On Sept. 28-29, bring in your existing Barbour jackets, or buy a new Barbour jacket, and have them personalized with a monogram.

FOOD & DRINK

- Bacchus Wine Cellar (1635 Wisconsin Ave) - 10% off all wines with mention of *The Fall Issue*. Special, free tasting 6 - 8 PM on Sept. 19.
- Bandoola Bowl (1069 Wisconsin Ave) - Stop by from 10:30 - 11:45 AM on weekdays to receive 10% off any salad.
- Chaia Tacos (3207 Grace St) - 50% off wild elderberry kombucha on tap.
- Church Hall (1070 Wisconsin Ave) - Enjoy an end-of-summer Truly Pure Spiked Seltzer handcrafted raspberry cocktail.
- DAS Ethiopian (1201 28th St) - 10% off house specialties.

- District Doughnut (3327 Cady's Alley) – TBA.
- Dog Tag Bakery (3206 Grace St) - 25% off any bakery item created by a Dog Tag fellow with mention of *The Fall Issue*.
- ENO Wine Bar (2810 Pennsylvania Ave) - Enjoy 15% off Oktoberfest items when you mention *The Fall Issue*.
- Georgetown Olive Oil Co. (2910 M St) - Mention *The Fall Issue* and receive 15% off your purchase of six or more regular size bottles of olive oil.
- High Street Café (1303 Wisconsin Ave) – Beer, Sandwich & Burger Special: enjoy our special limited-edition burger or pork (lechon) sandwich and any draft beer for \$18 at the bar only. Rosé All Day for the 10 days with \$7 glasses of rosé all day, every day during *The Fall Issue* promotion.
- Il Canale (1065 31st St) - 1 free cannoli with lunch or dinner.
- Insomnia Cookies (3204 O St) - Buy 4, get 2 free traditional cookies when you mention *The Fall Issue*, in-store only.
- Le Pain Quotidien (2815 M St) - Mention *The Fall Issue* and receive 10% off seasonal specials.
- Los Cuates (1564 Wisconsin Ave) - Free guacamole samples with the purchase of any meal, plus happy hour 3 - 6 PM. Free party room upstairs.
- Luke's Lobster (1211 Potomac St) - Celebrate Luke's Lobster's 10th Anniversary! Beginning Sept. 25 on National Lobster Day and running through October, enjoy a special José Andrés collaboration pimentón aoili lobster roll with Piparra peppers, while supplies last. A portion of sales will benefit World Central Kitchen.
- Manny and Olga's Pizza (1641 Wisconsin Ave) Large 1-topping pizza \$7.99, pick-up only.
- Mr. Smith's of Georgetown (3205 K St) - Mondays: All night happy hour 4 PM - close. Tuesdays: All Day 1/2 price burgers + \$5 selected whiskeys and bourbons. Wednesdays: \$5 craft beers 7 PM - close. Thursdays: All night \$5 margaritas and \$5 Coronas 4 PM - close. Fridays & Saturdays: Piano bar no cover, 9 PM - 1 AM. Saturdays & Sundays: Champagne brunch, \$16 bottomless champagne with a brunch entree purchase, 11 AM - 3 PM.
- Olivia Macaron (3222 M St) - Mention *The Fall Issue* and receive 10% off your purchase.
- Patisserie Poupon (1645 Wisconsin Ave) - 20% off individual pastries.
- Pizzeria Paradiso (3282 M St) - Join Pizzeria Paradiso Sept. 19 from 6 - 7:30 PM for Wild & Foraged: An Exploration of Funk and Fermentation Through Beer and Pizza. Presented by Josh Wood, Barrelworks & Vintage National Brand Manager at Firestone Walker Brewing Company, the event will cover oak, barrels, and the history of wild beer in brewing, wild yeast, and Barrelworks beer. Josh's talk will include information about wild yeast, foraged ingredients and fruit sourcing. Fermented/locally foraged bites paired with Walker Brewing Company beers will be served throughout the discussion.
- Ri Ra Georgetown (3125 M St) - Celebrate Arthur's Day on September 24, 2019 from 5 – 8 PM. Arthur Guinness signed a 9,000 year lease on the Guinness Brewery in 1759. Ten years later, the first exportation of Guinness was shipped to England. Arthur Guinness died in 1803 and in the decades following, Guinness was exported around the world. The highlight of Arthur's day occurs at 17:59—the year the factory was founded—when everyone in the pub raises their glass and toasts to Arthur Guinness. This year, we will be celebrating Arthur's Day with \$1 pints of Guinness for the first 100 people, plus Irish dancers, live Irish music, and Guinness stations with pour-perfect pints, a ripple machine to print images on the foam, and Guinness glass engraving.
- Sugar Lab (3279 M St) - Buy 1 large boba tea, get 1 steamed bun free.

- The Ritz-Carlton Georgetown, Washington, D.C. (3100 South St) - Cool off from the summer sun during our late night Après Hour, Fridays and Saturdays 9:30 - 11:30 PM in The Living Room and outdoor Living Room Terrace. Throughout the evening, sip summer libations starting at \$10.
- The Sovereign (1206 Wisconsin Ave) - The Sovereign is hosting Cantillon's Zwanze Day, Sept 28, joining 70 of the best beer bars & breweries across the globe in pouring Zwanze 2019. Doors open at 10 AM to presell tix; will not tap the keg until 3 PM sharp for a worldwide toast.
- The Tavern by sweetgreen (3333 M St) - Celebrate our first year back in the original sweetgreen space, Sept. 28 from 12 - 8 PM! Free sweetflow frozen yogurt from 12 - 5 PM, plus 10% off all day. Meet the Maker and sample products!

DESIGN, ART, & HOME

- BoConcept (3342 M St) - New collection launch and 50% off in-home design service.
- Calloway Fine Art & Consulting (1643 Wisconsin Ave) - Shop Calloway Fine Art & Consulting's Annex Deaccession Sale for original contemporary paintings and antique prints, plus a limited supply of custom mirrors for 40-70% off.
- Contemporaria (3303 Cady's Alley) - 10% off new orders, some exclusions apply.
- Design Within Reach (3338 M St) - Semi-Annual Knoll and dining sale, Sept 13. - 24.
- DTR Modern Gallery (2820 Pennsylvania Ave) - Shop a curated selection of unique contemporary artworks from Andy Warhol, Damien Hirst, Mr. Brainwash, Hunt Slonem, Nelson De La Nuez, and Donald Sultan. Collectors will receive a special courtesy toward their acquisition.
- Pillar & Post (1647 Wisconsin Ave) - Mention *The Fall Issue* and receive 10% off all purchases, and 15% off purchases \$500 or more.
- Thos. Moser (1028 33rd St) - Enjoy additional savings throughout *The Fall Issue* promotion, 15% off regular priced items from Sept 19 - 29 in the DC showroom only.
- Washington Printmakers Gallery (1641 Wisconsin Ave) - Mention *The Fall Issue* to view the gallery's special file of prints, for sale at 40-70% off. Receive a coupon for 15-20% off on custom framing services for unframed prints.
- Waterworks (3314 M St) - 20% off furnishings.

BEAUTY & WELLNESS

- Brow Bar DC (2934 M St) - 20% off for all new clients.
- hēla medical spa (3209 M St) - Enjoy 10% off any service performed at hēla. Must mention *The Fall Issue* promotion at booking and checkout. Excludes series.
- Own Your Wonder (1659 Wisconsin Ave) - Free false lashes with Wow Wonder, plus a 30-minute makeup service, with mention of *The Fall Issue*.
- Salon Pejman (1419 Wisconsin Ave) - 20% off for new student clients.
- Take Care (1338 Wisconsin Ave) - Receive a complimentary skincare or makeup consult plus a gift with purchase with mention of *The Fall Issue*.

SPECIALTY

- City Tavern Club (3206 M St) - Stop by Sept. 28 from 4 - 6 PM for a free, open-house tour. Reservations required.
- Escape Room Live Georgetown (3345 M St) - Enjoy 10% off when you book online with code GTWNBID at www.escaperoomlive.com.
- Just Paper and Tea (3232 P St) - Mention *The Fall Issue* and receive 10% off personalized orders.

Visit www.georgetowndc.com/thefallissue for more details, and use #thefallissue.

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About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, destination management and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.

