



media contacts:

DP&A, Inc / David Perry / (415) 676-7007 / [news@davidperry.com](mailto:news@davidperry.com)

Stacy Jed / Union Square Alliance / (415) 781-7880 x108

[/stacy@unionsquarealliance.com](mailto:stacy@unionsquarealliance.com)

**Unveiling of Floral Couture Dress  
On May 11 in San Francisco's Union Square**

**World Renowned Fashion Designer Vasily Vein Unveils One-of-a-Kind "Union Square in Bloom" Gown at Nieman Marcus**

**Ukrainian Designer Now Based in Sausalito**

21 April 2023, San Francisco, CA: What's more fashionable than a spring day? The answer: an original couture creation *a la* a spring day by local internationally acclaimed designer **Vasily Vein** to honor this year's 2<sup>nd</sup> Annual "Union Square in Bloom" initiative. Created by and spearheaded by the **Union Square Alliance** ([www.visitunionsquaresf.com](http://www.visitunionsquaresf.com)), "Union Square in Bloom" celebrates the area's long history of floral creativity and display, including its rich fashion forward traditions. The dress will be unveiled in a special fashion show event on **Thursday, May 11 (5pm – 7pm) at the Nieman Marcus Rotunda on Union Square** and modeled by **Sonya Moldetskaya**.

"Union Square in Bloom highlights our vibrant community's passion for creativity and style," said **Marisa Rodriguez, CEO of the Union Square Alliance**. "We're honored to have Vasily Vein's stunning design as a centerpiece of our celebration."

"**Union Square in Bloom**" has expanded during its second year with spectacular over-size silk floral displays cascading from area hotels, restaurants, bars and shops and special cocktail and menu offerings that highlight Union Square's floral history and blooming rebirth. Starting in early May and culminating with a spectacular Mothers' Day celebration, Union Square will be in "full bloom" with dozens of colorful floral displays to welcome residents, workers and visitors to

the heart of San Francisco The “Blooming” will be completed and unveiled in special events through September, **May 14, from 1:00-4:00pm** dubbed **The Roots of Creation: A Mother's Day Celebration** centered around the floral artistry of the Union Square stage with a wide range of music and dance performances Also launching on Mother's Day weekend is unique **Union Square in Bloom passports**, encouraging visitors to explore the floral displays, and visit shops and restaurants. The **Activity Passport** includes a family-friendly adventure of discovery, floral education, and interactive games. The "**Bloom + Bubbles**" **Passport** showcases floral-inspired beverages at local hotels, restaurants, and bars.

“I am honored to contribute to the blossoming spirit of Union Square,” said Veins, known for his one-of-a-kind creations for legions of San Francisco’s most fashionable. "My Union Square “Bloom” gown reflects the beauty and vitality of this iconic neighborhood.”

Vasily Vein Art Design exploded onto the fashion world in 2009 after moving to the States from the former Soviet Union. Acclaimed for creating exquisite gowns for San Francisco’s philanthropic society at such events as the annual Opera, Symphony and Ballet openings, Vasily has long expressed an environmental “green” conscience in his work by using vintage fabric and sustainable fabrics as much as possible.

Vasily’s designs have been featured in the pages of *Marie Claire*, *Estetica*, *The San Francisco Chronicle*, *San Francisco Magazine / Modern Luxury*, *the Nob Hill Gazette*, *the New York Social Diary*, *Forbes Lifestyle*, *Haute Living* among others. Vasily makes his home in Sausalito.

#### **About Union Square Alliance:**

The Union Square Alliance serves members and creates a high-quality visitor experience by managing and activating public spaces, attracting new investment, and advocating for the district’s future success. Union Square is the vibrant heart of San Francisco, an international destination where visitors enjoy exceptional retail experiences, luxury hotels, world-class cultural institutions, and great public spaces found only in the City by the Bay. A lively 27-block community surrounding Union Square Park in the heart of San Francisco makes up the Union Square Alliance. It is bordered on the north by Bush Street, on the east by Kearny Street, on the south by Market Street, and on the west by Taylor Street. For more information on the Alliance, go to [www.visitunionsquaresf.com](http://www.visitunionsquaresf.com).

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