

**Press Release  
For Immediate Release**

**Style Edina 2025: A Spring Fashion Event Celebrating a Community of Style**

**Edina, MN – May 18th** – *Style Edina 2025* is set to be one of the most exciting fashion events of the season. **Presented by Explore Edina and produced and styled by Jodi Mayers & Style Partners**, this highly anticipated event will offer a full morning of fashion, fun, and community at The Westin Edina Galleria. Now in its **eighth year**, Style Edina has become a beloved tradition that celebrates the city's vibrant and ever-evolving style scene.

Attendees will be treated to a fabulous runway show, featuring the latest spring collections from top local and national designers, as well as exclusive pop-up shops where they can shop the newest trends. **Emceed by Jodi Mayers and KSTP Channel 5 news anchor Brandi Powell**, the fashion show offers an engaging and informative experience. Guests will enjoy expert insights into each ensemble, along with guidance on where to shop and how to effortlessly style the showcased looks. The event also features pop-up shops from featured retailers, allowing guests to shop exclusive items before and after the runway presentation. To elevate the experience even more, guests will enjoy a sophisticated atmosphere with high-tea appetizers and refreshing mimosas.

“Our goal is to elevate and showcase as many Edina retailers as we can,” says Shelly Loberg, president of the Edina Chamber of Commerce and Explore Edina. “Choosing to shop locally—rather than turning to fast fashion online—makes a real difference. It supports families, strengthens our local economy, and helps keep Edina's retail community thriving.”

This cooperative marketing effort advertises the city as a premier shopping destination, promoting all of Edina's retail districts: **Galleria, Southdale, and 50th & France**.

Style Edina 2025 is made possible thanks to our generous partners, including **stage partner Room & Board, media partner Mpls.St.Paul Magazine**, and our **non-profit beneficiary, 66 West** operated by Simpson Services.

**Event Details:**

**Date:** Sunday, May 18th

**Time:** 10:00am – 1:30pm

**Location:** The Westin Edina Galleria, 3201 Galleria, Edina

**Tickets:** Please search *2025 Style Edina* on EventBrite

For more information about Style Edina 2025 or to purchase tickets, please visit <https://bit.ly/42AhXeW>.