

Lake Geneva Business Improvement District: The streets of Lake Geneva come alive April 27-30 with Spring Fashion Week

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Lake Geneva, WI April 8, 2022—[The Lake Geneva Business Improvement District \(BID\)](#), also known as [The Streets of Lake Geneva](#), will host Spring Fashion Week in historic downtown Lake Geneva from April 27th to the 30th, creating memorable experiences for guests and residents.

The public is encouraged to attend this exclusive event which features four days of shopping at more than 25 stores and boutiques, fashion demonstrations, and VIP treatment in downtown Lake Geneva: one of Wisconsin's most popular destinations.

In addition, all event-goers will receive an all-access pass offering specials at each participating location, a chance to win limited giveaways, and access to the VIP lounge Selfie Station for photos and fun.

"The Committee is thrilled to host this exciting event," said Kristi Tarantino, Event Director. "And we're very proud of how the Spring Fashion Week, and many other events, continue to bring people to Lake Geneva to see how beautiful and welcoming it is."

Some of the events participating stores include Hannah's By the Lake, Clear Water Outdoor, Haberdapper, My Sister and Me, Jayne, and Lola's, to name a few.

Admission is free to the public while upgraded, and VIP tickets are also available for \$25 – \$40, offering different shopping experiences, meet & greets, exclusive fashion shows, and more depending on the ticket level.

Residents or those traveling to Lake Geneva for this specific event are encouraged to go to [Streetsoflakegeneva.com](https://streetsoflakegeneva.com) for more information and register for the event.

About Lake Geneva

The town of Lake Geneva, located in southeastern Wisconsin, is about 40 miles southwest of Milwaukee and 65 miles northwest of Chicago. Because of its proximity to both metropolitan areas, it has become a popular resort area. Lake Geneva thrives on tourism with great restaurants, beautiful hotels, and boutique shopping. The lake itself offers excellent swimming, boating, fishing, and many other water sports all summer long.

About The Lake Geneva Business Improvement District (BID)

The primary goal of The Lake Geneva Business Improvement District (IBD) is to increase tourism, new visitors, and families to the region. The Streets of Lake Geneva plan events and special activities to entice more people to visit the downtown shops, restaurants, and bars. Their goal is to continually improve downtown Lake Geneva for merchants, residents, and visitors.

The BID wants to preserve Lake Geneva's character while creating a safe and fun environment for everyone by bringing together yesterday's charm with today's lifestyles.

Learn more and buy your tickets at: streetsoflakegeneva.com.