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GEORGETOWNER

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FORWARD FASHION

FALL TRENDS

groups working around the clock to use their impeccable sense of fashion to give back by helping others. Here are a few that have made major headway in fundraising, advocacy, and education via the fabulous world of fashion.

bags filled with beauty products for moms with children living in shelters. So as you collect all those department store and gift bag samples keep Beauty Within in mind and donate this Mother's Day 2008.

ping events including my favorite, The Nordstrom Designer Preview. Always a spectacular presentation, this is a wonderful way to create awareness about such an important cause and bring together fashion savvy women to sup-

have included Fashion presentations with Saks Fifth Avenue and of course, Café Milano, "where it all began." For more information on Knock Out Abuse, (in case you've been living under a rock) visit [www.knockoutabuse.org](http://www.knockoutabuse.org)



Yvette Castro, FFP co-founder Michael Dumlaio, Sonja Nuttall, Designer, Donna Karen, FFP co-founder Kadrieka Maiden, Josh Beatty and FFP co-founder Sylvie Luanghy

### Fashion Fights Poverty

Style and Image Network (SIN), a relatively new Marketing and Public Relations firm in the District has quickly gained recognition for their annual fashion fundraiser, Fashion Fights Poverty (FFP). Every year at FFP, local, national, and international designers gain recognition for their eco conscious lines through a fashion presentation and benefit. Each year a new benefactor is chosen. This year on October 26, SIN is working to benefit Aid to Artisans, while last year they chose Beads for Life.

The mission of Fashion Fights Poverty is to recognize designers and companies who embrace fair trade, equitable compensation and the use of environmentally sustainable materials, and to promote responsible consumerism within the industry. In just three years FFP has become one of the most high wattage fashion events in the DC metro area and continues to gain national recognition.



FFP look Book

FFP Charm



In fact, just this September FFP launched in Miami and earlier this year accepted an invitation from Donna Karen and made a big Splash at Super Saturday, THE summer fashion event in the Hamptons. Purchase the 2007 FFP Look Book or the FFP charm, and learn all about contributing to the present and past beneficiaries at [FashionFightsPoverty.org](http://FashionFightsPoverty.org)

### Humane Society of The United States

Kristin Leppert leads the Humane Society of the United States' (HSUS) Fur-Free Campaign in educating designers, retailers and other fashion industry shapers about the cruelty of fur production. Working with The Art Institutes on Cool vs. Cruel, a student fashion design competition, Kristin and her team have prepared many future designers to address the issue of fur with a knowledge of the cruelty involved and the many alternatives. Retail outreach is a primary focus and an area where the campaign continues to enjoy great success. Discussions of the cruelty of fur with Kenneth Cole led to the forward-thinking company adopting a fur-free policy in 2006. Shortly after that, Calvin Klein and Tommy Hilfiger both got out of the fur business after an investigation spearheaded by Kristin revealed industry-wide false advertising and labeling of fur-trimmed jackets, including real fur being sold as faux. Much of the fur in question came from China, where domestic dogs and raccoon dogs---a wild member of the dog family---are raised in large numbers for their pelts, and killed by brutal methods such as live skinning. Kristin appeared on both Good Morning America and the Today show to discuss the findings.

The Fur-Free Campaign also supports outstanding fur-free designers, and was responsible for The HSUS's sponsorship of Project Runway winner Jay McCarroll's fashion show at New York's Olympus Fashion Week in 2006. Most recently HSUS sponsored Victoria Bartlett of VPL at Spring Fashion Week.

Kristin Leppert and Cheryl Burke



Mary Amons - Founder of Labels for Love

### Labels for Love-

Labels for Love, Inc. was founded by one of DC's hottest moms, Mary Amons almost two years ago to use fashionable events to raise money for various causes. The most anticipated fundraiser thus far has been the bi-annual District Sample Sale. This event reaches new levels of attendance with every production. Every February and September, lines wrap around the old Staples building in Georgetown with shoppers eager to get in the doors for out of this world deals on designer duds. With events like this we can't wait to see what Labels for Love has in store for use next!