

CHARITY FASHION SHOW

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October 23, 2009

Modeling Coordinator Saroya Whatley, Executive Director Thom Scher, and Director of Fashion Megan Anctil prepare to meet new prospective models.

Photo Credit: Wayne Hwang



Charity Fashion Show: So just how much can you do in one month?

October has been a very busy month for Charity Fashion Show. Not only have we hired new staff, auditioned and selected new models, and chosen new high school interns, we've also continued to make our presence known in the fashion world. From VIP appearances at LA Fashion Week to a surprise appearance by one of our staff members in the November issue of Vogue, October has certainly been a month to remember.

The team at Charity Fashion Show is so excited to introduce you to all of our new members, and we can't wait for you to see what they're up to.

Who are you?

Charity Fashion Show introduces its biggest staff yet.

Charity Fashion Show opened staff applications on September 10, and by the time the deadline hit on September 29, we had received more than fifty of them. This year's applicants were far and away the best we have ever had, so it comes as no surprise that choosing only a few to join our staff was nearly impossible.

The 2009-2010 Charity Fashion Show staff has already set all sorts of records.

First of all, there are twenty-four of us. Yes. That's right. Twenty. Four.

They come from five different countries and uncountable noteworthy experiences. From Vogue, Marie Claire, and Ralph Lauren internships to international design group representatives, from being nicknamed "The Stylist" to knowing every menswear designer inside and out, the Charity Fashion Show staff has much to bring to the table, including a range of event planning and marketing services.

CFS is excited to be able to work with your group or business, so please don't hesitate to inquire further about these services.

The Fashion Division is Charity Fashion Show's largest staff division, and it encompasses all of our artistic

production. Under Director Megan Anctil you'll find three subdivisions — Modeling, Designer Relations, and Artistic — in addition to Divisional Assistant Maxine Lim. Modeling Coordinators Nick Maisonave and Saroya Whatley come to CFS with a year of in-house modeling experience under their belts. After last week's auditions, they can't wait to get their hands on their new trainees.

Designer Relations Coordinator Lee Axelrod is responsible for securing a majority of important designers for last year's Charity Fashion Show, including Nanette Lepore, Betsey Johnson, and Tibi. Her three Designer Specialists — Marcheta Marshall, Michael Hamamoto, and Maria del Carmen Barrios — each possess a wealth of designer knowledge and industry know-how.

Artistic Coordinator Brooke Smith and Artistic Specialist Tiffany Wyche are the perfect pair. Working intimately with Chief Creative Advisor Wayne Hwang, these girls are responsible for the concepts behind CFS photos and shows. Keep your eyes peeled for a 2010 calendar currently in the works.



New members of the Charity Fashion Show staff team take a posing break at the 10.10.09 staff retreat.
Photo credit: Stephanie Werner

Charity Fashion Show's Development Division is responsible for all business aspects of CFS.

Director Stephanie Werner works closely with Financial Coordinator Alice Avery, FCubed Editor Taylor Jackson and Journalist Ashley Chang.

Business Specialists Arielle Aryah and Heather Altman, who come to CFS with both fashion and business experience, facilitate all corporate sponsorship and media relations. If

you, or anyone you know, is looking to get involved with CFS in a sponsorship or partnership capacity, you can contact them directly at arielle@charityfashionshow.org or heather@charityfashionshow.org.

Katya Drobysheva, the new CFS Outreach Coordinator, has a strong background in working with youth. She's excited to embark on new adventures in Charityland with the Future Faces of Fashion interns and Boys and Girls Clubs of the Peninsula Fashion Club.

The Events Division, run by Director Lexi Butler, is our center for logistical genius. Lexi joined Charity Fashion Show with an incredible background in event planning, and has since certainly put that to use. She works closely with Divisional Assistant Asli Ozyar and Marketing Coordinator Robert Pothier to ensure that CFS events are well-planned and well advertised.

Executive Director Thom Scher and his assistant, Misha Nasrollazadeh, round out the staff roster. The new Charity Fashion Show staff cannot wait to bring you great happenings, so stay posted.

What do you look like? The models and how they made it.

Thirty-eight Stanford student models. Twenty-seven girls. Eleven guys. Ten freshmen. Two graduate students. And in less than three months, they'll be walking runway and posing for photos like nothing you've ever seen.

The 2009-2010 Charity Fashion Show Modeling Auditions, which took place on October 13 and 14, featured three rounds of intense walking, interviewing, and photography. Decisions were particularly difficult this year after attracting record numbers at auditions. But miraculously, in true CFS form, decisions were made before dawn on October 15.

Keeping with Charity Fashion Show history, our white-clad staff roused new models from their beds before the sun came up to witness a special CFS spectacle performed by Thom Scher, Megan Anctil (top left), Wayne Hwang, Nick Maisonave, and Saroya Whatley (left).

Charity Fashion Show's models, sixteen of whom are returning from last year, are known around the Bay Area for their training

and professionalism, and are available for outside photographs and events. With the average woman over 5'8 and a guarantee of quality, our models are a hot commodity, working regularly with Bloomingdales and Kittinghawk through CFS bookings.

Part of Charity Fashion Show's mission is to promote ethnic and cultural diversity through a more global understanding of beauty, and this year's models certainly embody that principle. We are so excited to see the amazing work they produce, and we can't wait to have fun along the way.



Four iconic photos that composed the modeling audition campaign this October.
Photo credit: Kris Cheng
Lingerie credit: Candy Kitchen

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what's coming up?

- 10.20.09** First model rehearsal.
- 10.21.09** Boys and Girls Clubs of the Peninsula first Fashion Club meeting.
- 10.24.09** Mario B "Rock the Runway" fashion show.
- 10.26.09** Executive Director Thom Scher speaks at the MVLA School District's Career Day.
- 10.26.09** Halloween Costume Sale, held in the Black Community Services Center. 6-9pm.
- 10.27.09** Future Faces of Fashion interns meet their mentors.
- 12.04.09** SJ Helium Magazine presents "Elemental."
- 01.22.10** WDesigns new collection premier and show.
- 02.14.10** Valentine's Day Rose Fundraiser.

What's so good? CFS adventures in Charityland continue.

A big part of Charity Fashion Show is the charity aspect, and we're really excited about all the good we're doing.

On October 3, Charity Fashion Show traveled to San Jose to host workshops as part of the PARTI program's ExPosure event and one of our numerous local youth outreach efforts. CFS's workshops were so successful that several of the participants applied to join the Future Faces of Fashion program.

Additionally, Charity Fashion Show has partnered with the Boys and Girls Clubs of the Peninsula to offer at-risk youth a fashion club within their clubhouses. The club, set to kick off on October 21, aims to expose high school students to viable career options in the fashion industry and help them plan their own in-house fashion show for the end of the school year.

Are you really still in high school? Future Faces of Fashion meets its new interns.

Future Faces of Fashion (FFF), Charity Fashion Show's high school internship program, has expanded dramatically from last year's pilot program into a full-fledged fashion experience.

This fall, we're excited to welcome a total of ten new high school interns. The group is composed of four designers, three models, two artistic directors, and one

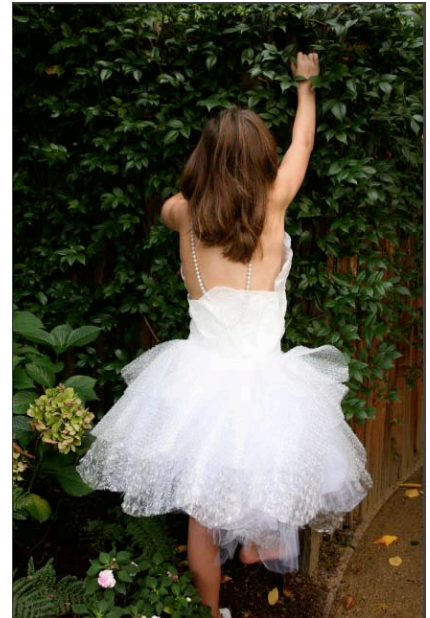
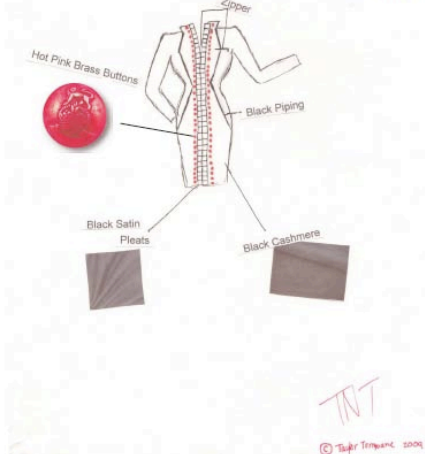
public relations intern, plus Future Faces of Fashion Spokesmodel Monalisa Hassan, returning from last year.

We met with the group on October 16 and could not have been more impressed by or pleased with our selections. Outreach Coordinator Katya Drobysheva told us that she's "just so excited to get to work with all these great girls."

This year's Future Faces of Fashion interns represent an enormous, burgeoning well of talent and creativity, and we can't wait to see where the program will go.

The dress is channeling a military jacket look. With hot pink brass buttons from the neck all the way down to the knee, the dress has military attitude. In the center of the dress there is a zipper so the wearer can have it all the way up to the neck or lower by choice. Next to the zipper is pleating which is all black satin. The dress has piping on it to help accentuate the buyer's waist and hips. There is a zipper on the left bust area instead of a military logo. This tight knee length, long-sleeved black cashmere dress is a high end twist to a classic military jacket.

Inspiration: "In order to be irreplaceable, one must always be different." - Coco Chanel



Future Faces of Fashion clothing designs by Taylor Tompane (left) and Mary Lucas (right).

What are you writing about? A note from the FCubed Editor-in-Chief.

Welcome to FCubedFashion.

Journalist Ashley Chang and I are excited to bring you a fresh perspective on local fashion. We'll mainly be operating a nearby beat: the best in Bay Area style, some LA tidbits, CFS updates, and snapshots of campus fashion to show you the best looks on our most stylish constituents.

Charity Fashion Show has transformed the Bay Area fashion scene, and coming from

its strong platform, we'd like to do the same. I'm a DC girl into Tokyo style, so I'll be bringing those vibes to this West Coast table. You can look us up online at www.fcubedfashion.com. We hope you enjoy reading FCubed!

-Taylor Jackson
FCubed Editor-in-Chief

FCUBED
BLOG

"It's Fashion, Bitch!"

Where did you get that dress?

Wdesigns' Wayne Hwang talks about his upcoming collection and show.

CFS Monthly (M): What's the concept behind your new collection?

Wayne Hwang (W): The concept behind my Spring 2010 collection is contrast. Contrast of our changing times, at the brink of a new

era. Contrasting styles of the fashionable modern woman. This is reflected in my silhouettes, fabric choices, and garment pairings. I am currently using a lot of silk prints, microsuede, chiffon, suitings, and my trademark use of taffeta sculptures.

M: What are you currently in the process of developing?

W: All the sketches for my new collection are complete. I'm in the process of working on several pieces, but my favorite is a cherry

red chiffon minidress with a microsuede silver jacket.

M: What are some of the driving forces of your collection?

W: I have several looks that pair a whimsical sleeveless cozy under a couture, shoulder-intensive jacket. Completed with a pant-less bottom and severe mini-bots, this represents the contrast of my collection, structure and flow. I'm also in love with this mermaid silk dress with a halter top and structurally winged back, but you'll have to wait to see more of that one.

M: Has anyone helped inspire this collection?

W: I can't attribute my inspiration to any one particular person, but established designers like Alexander McQueen and Valentino have always been inspirational. Really, though, the newly-selected CFS staff has truly motivated me to design even more innovative pieces because their drive demonstrates how much influence we can each lend to the fashion industry. And having WDesigns intern Cecile Hoang doesn't hurt.

M: Can you tell us more about your show?

W: The 01.22.10 show will premiere my Spring 2010 collection. Though specifics are still being nailed down, I'm already getting very excited to introduce my vision to the fashion industry.



Models showcase dresses from WDesigns Spring 2009 "Water" collection in a murder-mystery setting. Photo credit: Kris Cheng

Where have you been? LA Fashion Week to San Jose, Charity Fashion Show does California.

Charity Fashion Show representatives have made appearances at several exciting fashion events in the last month.

Spokesmodel Unoma Okolo walked in the Atomic fashion show produced by San Jose's Helium Magazine on September 30. The event, which began with a dance performance by Yuppie Joint, featured nine designers from the Bay Area showcasing everything from casual wear to Indian couture.

Of particular note were Kent Denim, a line featuring elegant menswear, and Hector Manuel, who displayed very modern, edgy designs. The show was very well styled by Helium's Fashion Director Jasmine Duarte, with each outfit functioning as a thoughtful

collaboration of pieces. CFS staff members in attendance were very impressed with Atomic, a fabulous debut event for Helium.

On October 15, Executive Director Thom Scher jetted down to Los Angeles to catch the fabulous last night of LA Fashion Week from the VIP section.

One of our favorite shows of the night was that hosted by the Bohemian Society, hosted in the gorgeous basement ballroom of the LA theatre. Shoeless models walked tattered garments with an air of urban, natural chic.

Lauren Elaine and Mike Vensel also deserve recognition for truly inspiring, well-done collections. Expect a full review by Thom Scher posted on our new blog, FCubed, in the next few days.



Images from October's LA Fashion Week. Photo credit: Laura Scher

Can I look like you?

The low-down on CFS apparel.

You've seen us walking around in these customized hoodies and booty shorts, and now is your chance to purchase your very own. Hoodies come either with or without sleeves, and both sweatshirts and shorts are currently available in small and medium sizes only. But believe us — if our 6'2 ex-varsity swimmer last year fit into a medium, you will too! Also available are DVDs from last year's show and customized "It's Charity, Bitch" shot glasses.

Email misha@charityfashionshow.org for more information and to get yours today.



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www.charityfashionshow.org

Info@charityfashionshow.org

Charity Fashion Show
PO Box 11168
Stanford, CA 94305