

# CHARITY FASHION SHOW

September 10, 2009

CFS Spokesmodel  
Ariana Afshar in  
WDesigns at San  
Francisco Fashion  
Awards.  
Photo Credit: Kyle Hailey



## Charity Fashion Show: Summer Happenings and Big Fall News

Welcome to the inaugural Charity Fashion Show newsletter. We've heard that you want in on all the exciting news and happenings of Charity Fashion Show and our team, and we decided that this was the best way to do it. You can expect to hear from us about once a month, and if you'd ever like to stop receiving newsletters, just send us an email saying so.

Charity Fashion Show has some big news to break, and we're hoping you're as excited about our new developments as we are.

### **SFFA & WDesigns Designer Wayne Hwang and CFS show strongly at Stellar, the SF Fashion Awards**

Stellar, the second annual San Francisco Fashion Awards, hit SF's Phoenix Hotel and Bambuddha Lounge on 07.26.09. Nominated for a stunning total of fourteen awards in eleven categories, including Event, Designer, Model, and Producer of the Year, Charity Fashion Show certainly made its presence known this year.

Wayne Hwang, nominated for both Fashion and Costume Designer of the Year, wowed the crowd with a phenomenal showing of the

WDesigns "Water" collection. Six gowns shown at the 05.02.09 Charity Fashion Show plus an additional four created specifically for Stellar made a huge WDesigns splash with their extravagance, beauty, and cohesiveness. This mermaid-inspired attire glided flawlessly around the pool of the Phoenix Hotel, and the extensive hair, make up, and accessories really made the collection complete.

Both WDesigns and Charity Fashion Show garnered enormous positive feedback and name recognition at Stellar, which proved to be a great event for networking with other Bay Area designers, photographers, fashionistas, and more. (cont'd. on 2)

CFS turnout at Stellar was also remarkable, with a record number of models, staff, friends, and family in attendance. We are truly grateful to have such incredible support, and let's face it, we're nothing without our fans.

This fall, Wayne is hard at work creating an entirely new WDesigns collection to be independently premiered at his upcoming show this winter.

When asked about the new collection, the WDesigns team said that they were busy sketching, picking fabric, and starting preliminary construction of what will be the largest, most elaborate collection yet. It's words like that that make us so excited to see his winter show.

Expect more details on the development of this sure-to-be-amazing collection and the premier in future newsletters.

## The People Introducing new CFS staff and structure

Charity Fashion Show is heading into fall with the strongest staff and structure we've ever had, and we've just opened applications.

Last year's Co-Head Coordinators, Thom Scher and Wayne Hwang, have each stepped up in new ways. Thom will serve this year as Charity Fashion Show's leader and anchor in his role as Executive Director. Wayne, who graduated from Stanford last June with a degree in biology, is developing his own line, WDesigns.



**"I worked really hard to expand and develop my collection before I showed 'Water' at the awards. It was such an honor to be there with CFS models - to show among the other SF stars - Wedge, Kittenhawk, Bromssen - to really celebrate what fashion means to us... It was a great opportunity and a fantastic event."**

**Wayne Hwang  
Designer, WDesigns**

Photo Credit: Kyle Hailey

Megan Anctil, the Director of Fashion, is a true CFS vet - this will be her fourth straight year with the organization, having served both as staff and as a model. Designer Relations Coordinator Lee Axelrod and Artistic Coordinator Brooke Smith are two key members of the Fashion Division, and this fall, we'll be hiring Model Coordinators and Designer Relations Specialists to fully flesh out the division.

Director of Development Stephanie Werner focuses on the business and charitable aspects of CFS. Development staff currently features Business Coordinator Alice Avery and will expand to include an Outreach

Coordinator, Sponsorship Specialist, and IT/Tech Specialist.

Lexi Butler, Director of Events, comes new to CFS with a strong background in event planning and execution. Her staff includes Marketing Coordinator Rob Pothier and the soon-to-be-hired Event Specialist and Media Relations Specialist.

Staff applications opened September 10 and are due on September 29. Access them online at [www.charityfashionshow.org/staffapp.html](http://www.charityfashionshow.org/staffapp.html). The October Newsletter will include a more extensive introduction to our entire 2009-10 staff.

## F CUBED BLOG

"It's Fashion, Bitch!"

### FCubed

Check out the new Charity Fashion Show blog at [www.fcubedfashion.com](http://www.fcubedfashion.com).

## FCubed CFS launches new Web site and blog

This summer, as part of an extensive development project, Charity Fashion Show launched its upgraded new Web site, [www.charityfashionshow.org](http://www.charityfashionshow.org).

The Web site is your window to everything CFS - press releases, photo and video updates, information on productions, personnel and partners, and much, much more. It even provides quick and easy links to the CFS MySpace, Twitter, and Facebook.

Charity Fashion Show staff members can now be contacted easily at their @charityfashionshow.org email addresses.

Additionally, this summer saw the launch of our new blog, FCubed, which shares everything CFS plus our latest and greatest fashion finds. FCubed is comprised of pieces authored by Charity Fashion Show staff and models, and the rate at which it's updated should increase dramatically as we pick up speed this fall.

Check out [www.fcubedfashion.com](http://www.fcubedfashion.com), and keep an eye out for the announcement of our new FCubed Editor-in-Chief.

# CHARITY FASHION SHOW

## what's coming up

**09.10** Staff applications open online.

**09.29** Staff applications due at noon.

**09.30** SJ Helium Magazine presents Atomic, featuring CFS Spokesmodel Unoma Okolo. We love working with Helium, and we'd love to see you there.

**10.03** Beshoff Mercedes-Benz Presents ExPosure, a day of fashionable events. CFS was contracted to do marketing for the event and will also be hosting a series of workshops in the morning.

**10.10** Future Faces of Fashion applications due.

**10.13&14** CFS Modeling Auditions. Check the web site for more details.

**10.16** See the new Future Faces of Fashion High School Interns at a CFS-FFF Meet-n-Greet event.

**10.20** First CFS rehearsal.

**11.07** Stanford Student Fashion Showcase.

## Adventures in Charityland

### CFS teams up with PARTI and BGCP for good

This fall, CFS is embarking on two new charitable ventures which we're very, very excited about.

On 10.03.09, Charity Fashion Show will be hosting a series of morning workshops as part of the Beshoff Mercedes-Benz ExPosure Event. Organized by and benefitting PARTI, a fashionable leadership program for underprivileged teens, the event is a multi-part fashion extravaganza. They've hired CFS to do some serious marketing for the event in addition to the workshops we're putting on.

## Future Faces of Fashion

### The opportunity of the year for teens with style

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.

As one of Charity Fashion Show's main and most immediate outreach focuses, FFF helps high school students interested in the fashion industry gain greater hands-on experience by working in a mentor-mentee relationship with the Stanford students of Charity Fashion Show.

Interns will be grouped in four concentrations - models, designers, artistic directors, and PR/marketing specialists - and create two portfolios over the course of the school year. Their work will culminate with their participation in our keynote spring show.

Charity Fashion Show has very high expectations for applicant turn out and internship selection. Applications are available on the CFS website and are due on 10.10.2009.

More news on the Future Faces of Fashion front to come in our November Newsletter.



FFF Model Monalisa Hassan showcases sponsor Lancome's Hypnose Mascara.  
Photo credit: Kris Cheng

The workshops are slated to be a bite-sized introduction to the fashion industry, and topics include modeling, nutrition, photography, the industry online, and more.

The collaborative effort by CFS staff to create and execute these workshops shows serious dedication - it might even foreshadow a future CFS-hosted workshop series.

Additionally, Charity Fashion Show is in the process of developing a partnership with the Boys and Girls Clubs of the Peninsula (BGCP). The BGCP provides places where young people aged 6-18 are welcome after

school and all day during the summer. Each of the club's nine sites are located in the most challenging areas of the Peninsula.

CFS will be working with BGCP's "College Bound" program to develop and run a fashion club with BGCP students once a week. The club aims to help students create viable career plans in the fashion industry and put on their own, in-house fashion show at the end of the school year.

## Shoots in the City

### A night of decadent photography

In anticipation of a fall full of marketing in the true CFS style, on 08.28.09, a select group of CFS staff and models headed to the Fairmont Hotel in San Francisco's Nob Hill for a day and a night of styling and shoots.

Photographer Kris Cheng, notable for Hypnose on the previous page and his images of the WDesigns "Water" collection last spring, joined the CFS group and produced some of his best work yet. We are very excited to have had the opportunity to work with Kris again, and hope to do so even more in the future.

Gorgeous and elaborate, these photos and videos show some of the depth, breadth, creativity, and artistry that is Charity Fashion Show. From gaming to sex to murder, these photographs are not to be missed.

The teasing "It's Coming" video, featuring Ariana Afshar, debuted on the CFS web site 09.07.09, and so far, it's doing exactly what it's meant to do - leaving everyone wanting more.

More amazing photo and video from this shoot will be released throughout the next month, so make sure to check back regularly for new updates.

And never forget... **It's Charity, Bitch**



charityFASHIONshowMONTHLY

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