

**FOR IMMEDIATE RELEASE**

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**AMERICA'S FASHION INDUSTRY LAUNCHES "FASHION FOR HAITI"  
CAMPAIGN TO RAISE FUNDS FOR VICTIMS OF EARTHQUAKE**

*Designers step up to offer products in-store at select boutiques at  
The Shoppes at The Palazzo Las Vegas*

In response to the devastating January 12 earthquake in Haiti, the fashion industry has pulled together to organize a nationwide effort to raise monies for the victims of the natural disaster. A \$25 **"Fashion for Haiti"** T-shirt will go on sale **February 12, 2010** at retailers across the country with proceeds benefitting the Clinton Bush Haiti Fund, which is raising funds for immediate, high-impact relief and long-term recovery efforts to help those who are most in need of assistance.

In Las Vegas, select retailers at **The Shoppes at The Palazzo** are lending their support by offering these tees in-store to assist with raising awareness and funds for this recovery effort. Participating retailers at the center currently include: **Diane von Furstenberg** and **Tory Burch**.

"The tragedy in Haiti has affected everyone and most of us individually have given money for relief," said Diane von Furstenberg, President of the Council of Fashion Designers of America. "However, I think it is now important to send a message and create a channel for funding from fashion as an industry."

"The devastation in Haiti has touched us all deeply," said Tory Burch. "Now more than ever is the time to band together and help them get back on the road to recovery."

The "Fashion for Haiti" T-shirt logo was designed by Peter Arnell, who in 2001 created the now iconic mended heart logo for the "Fashion for America" fundraiser, organized by the CFDA and Vogue magazine, which raised \$2 million after 9/11 for the Twin Towers Fund. The black and lime green logo features the tagline "Hope Help Heal Haiti" underneath a block design of "To Haiti With Love," with a map of the nation standing in for the word "Haiti." The sleeve will be marked with the "Fashion for Haiti" slogan and the inside collar will have "CFDA" printed on it.

Coordinated by the CFDA, the short sleeve T-shirt will be manufactured by Theory under the "Fashion for Haiti" label. It will be available in women's and men's styles at retailers nationwide as well as online at [www.cfda.com](http://www.cfda.com) or by visiting one of the participating retailer boutiques at The Shoppes at The Palazzo in Las Vegas starting February 12, 2010.

**About the CFDA**

The Council of Fashion Designers of America, Inc, (CFDA) is a not-for-profit trade association that leads industry-wide initiatives and whose membership consists of more than 350 of America's foremost womenswear, menswear, jewelry, and accessory designers. For more information, please visit [www.CFDA.com](http://www.CFDA.com).

**About the Clinton Bush Haiti Fund**

The earthquake that rocked the coast of Haiti killed or injured a devastating number of people. Even more were left in need of aid, making this one of the major humanitarian emergencies in the history of the Americas. In the aftermath of the disaster, President Barack Obama asked President Bill Clinton and President George W. Bush to raise funds for immediate, high-impact relief and long-term recovery efforts to help those who are most in need of assistance. In response, the two Presidents established the Clinton Bush Haiti Fund (CBHF) to respond to unmet needs in the country and foster economic opportunity to "build back better." For more information, visit [www.clintonbushhaitifund.org](http://www.clintonbushhaitifund.org).

**The Shoppes at The Palazzo**

The Shoppes at The Palazzo is a 450,000-square-foot luxury destination retail center located within The Palazzo Las Vegas, adjacent to The Venetian Resort-Hotel-Casino. The Shoppes at The Palazzo is owned and operated by General Growth Properties and includes more than 60 premier luxury brands and nearly a dozen restaurants. For additional information, please visit [www.theshoppesatthepalazzo.com](http://www.theshoppesatthepalazzo.com).