



Fashion Fights Poverty (FFP)
1776 I St, NW, Suite 900
Washington, DC 20006
T: 202.756.4837
www.fashionfightspoverty.org

Contact: Kadrieka Maiden
240-446-8148

kmaiden@fashionfightspoverty.org

FOR IMMEDIATE RELEASE

**LET THE COUNTDOWN BEGIN!
SIX DESIGNERS, FIVE YEARS, FOR A NOTABLE CAUSE, WITH THREE OBJECTIVES, TO
CREATE, ONE GOAL: REACTION!**



WASHINGTON, DC - On Friday, September 25, 2009 at the Renaissance Mayflower Hotel in Washington, DC, Fashion Fights Poverty (FFP) celebrates its fifth annual fashion show with six very talented eco and ethical designers. All of whom understand the effects the fashion world has on the environment. Through their use of sustainable materials and ethical practices, they have embodied the ability to be socially and environmentally responsible. The fashion lines for this year's show include MIRZA MPÉRIAL, Aidah Collection, Nudie Jeans Co., RenéeQ Bespoke, René Geneva Designs, and Studio D-Maxsi. Each designer will highlight new and exciting designs that will contribute to FFP's goal of raising awareness about how to "dress responsibly".

- **MIRZA MPÉRIAL** is a brand dedicated to the glamour of dressing women in unquestionably extraordinary clothing. Heavily influenced by art, architecture, and world cultures, Dubai-born CEO & Creative Director, Taimur Baig, strives to redefine classic elements of style in a unique perspective. He is a self taught designer who resides, designs, sources, and manufactures his garments in the Washington D.C area.
- The **Aidah Collection** unites graphic structure and organic imagery in its unique hand made designs. All garments are made to order and offer women versatility to be unique, confident, and sexy. San Diego native Aidah Fontenot's collection uses ethical practices by shunning dishonest factories, using natural materials and giving back by donating a portion of proceeds to non-profit organizations.
- **Nudie Jeans Co.** are the next leaders in the fashion world. They specialize in creating everyday wear of organic jeans, t-shirts, and underwear with 100% organic cotton. They understand that conventionally-grown cotton can be hazardous to the environment and believe that dressing responsibly is not a seasonal fashion trend but rather the only future solution.
- **RenéeQ Bespoke's** fashion line by Ghanaian Renée Q. Boateng creates stylish and unique t-shirts that infuse luscious colors and intricate patterns of African fabrics. Most materials used are organic and biodegradable with an emphasis in using Fair Trade resources. The fabrics left over after patterns are joined together to create other garments in an effort to reuse everything that is available.
- **René Geneva Designs** is a fashion line where every design has a 100% certified organic option. Their garments certified organic cottons are sized with sanforization, finished with cornstarch, and if dyed, done so with low impact dyes. Founded in 1997 by designer René Geneva, the brand prides itself on using new and innovative fabrics and technologies that will ensure the sustainability of the environment.
- **Studio D-Maxsi** comes from a 100% self taught West African designer Afua Sam who creates women's wear masterpieces for the confident, chic and classy modern woman. The majority of her garments are made out of silk-based fabrics and are all handmade. One of her goals is for her designs to bridge the gap between her African background and the aspects of Western culture she loves. She believes in giving back to her community by supporting organizations whose goals are to work toward the enhancement of society.

All SIX designers will come together to celebrate FIVE years of dressing responsible For a noteworthy cause – fighting poverty with fashion; with THREE objectives: to Rethink, Reuse and ReAct and TO create a new paradigm that supports ONE goal to help alleviate poverty through environmentally responsible designing and manufacturing practices.

Please join us for our grand finale September 25, 2009 the Mayflower. Buy your tickets today!

For more information on Fashion Fights Poverty, visit our website at www.fashionfightspoverty.org.

About Fashion Fights Poverty (FFP)

Fashion Fights Poverty is a 501(c) (3) non-profit organization that raises awareness for initiatives that encourage and support creative, effective, and sustainable means of challenging poverty. We believe that the industries of fashion, textiles, and design offer unique and effective opportunities for designers, artisans, and consumers alike to contribute to the alleviation of poverty through trade, skill-building, community empowerment and consumer awareness.

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