



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

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Contact: Kadrieka Maiden
240-446-8148
kmaiden@fashionfightspoverty.org

reVERIE, reCONNECT, reMEMBER
FFP RELEASES ITS ANNUAL *DRESS RESPONSIBLY* LOOK-BOOK



WASHINGTON, DC- Fashion Fights Poverty (FFP), the organization dedicated to raising awareness about the fight against global poverty, is excited to announce the release of the ***2009 Dress Responsibly Look-book*** on ***Wednesday, September 16, 2009 7pm at L2 Lounge in Washington, DC***, hosted by Kate Michael. Within the book's pages are a global swatch of clothes, accessories and home décor from designers who promote responsible principles such as environmental sustainability, equitable employment and fair trade; and non-profit, non-governmental organizations which use fashion and design to promote self-empowered micro-entrepreneurial projects as vehicles for poverty eradication. The result of these endeavors range from sexy and chic to classic and cosmopolitan. \$20 suggested donation for first 50 donors get copy of Look-book during the launch party. Look-books can also be purchased on line at <http://magcloud.com/browse/Issue/31167>.

FFP published its first look book in 2006 featuring hip-hop legend Darryl "DMC" McDaniel of "RUNDMC" to model designs from the quintessential ethical fashion label Edun. Celebrity appearances in the book grew to include TV celebutantes, music artists, and models. Lookbook alumnae include Brad Arnold, lead singer of platinum-selling alter-rock group 3 Doors Down; Rickie Medlocke, lead guitarist of legendary rock groups Blackfoot and Lynyrd Skynyrd; country music singers Rockie Lynne and Danielle Peck; Project Runway's Jack Mackenroth, The Bachelor's Dr. Andy Baldwin, and Blonde Charity Mafia's Katherine Kennedy; Wilhelmina model Alex Rodriguez (from singer Katy Perry's "Hot N Cold" video) and model Frederick Valentin (from Nelly Furtado's "All Good Things" video); New York alter-pop group Hello Tokyo; and D.C. Councilman Jack Evans among others.

The lookbook is a truly international endeavor. Since 2006, participating production teams have coordinated photoshoots in Bogotá, Los Angeles, Miami, Nashville, New York City, Puerto Rico, San

Francisco, and Washington, DC. Each team is equipped with FFP's nascent ethical guidelines for what could and could not be shot, and each responsible for acquiring their own talents and concept. Locations for these shoots range from Coney Island, New York to Puerto Rico's famed El Convento hotel; from the Hollywood sign to an abandoned embassy in Washington, DC; from the sublime ruins of San Francisco's Sutro Baths to the Electric Pickle in Miami; and from a studio in Colombia to a plantation in Nashville. The diversity of locations reflects the versatility of ethical fashion – and the universality of our responsibility to promote what responsible consumption signifies.

The release of the book is timed to coincide with FFP's annual gala runway show and benefit. The event will support projects that create income-generating and micro financing opportunities for artisans in developing countries. The event is one of DC's leading runway shows and according to *The Washington Post*, is "one of the largest fashion fundraisers in Washington, DC." This year's "**Re**" theme draws upon today's turbulent economic and social **reality** and the persistent call for **reflection** and change. FFP sees the **recession** as an opportunity to **reassert** what President Obama calls a new era of **responsibility**. For FFP, we see this as a **return** to creativity in fashion over trends; the emergence of a **renaissance** of the wearability of artful, well-constructed style.

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.

***Purchase tickets to this year's fashion benefit today!
Friday, September 25, 2009 - Renaissance Mayflower Hotel
www.fashionfightspoverty.org***

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