

THE FASHIONISTAS

HEIDI'S WORLD



Hi Fashionistas,

It's mid-October and I still haven't adjusted to being back in Dallas after having spent the month of August in Malibu. I loved the laid-back lifestyle there and didn't miss getting dressed up, wearing makeup, having my hair and nails done or constant skin treatments one single bit. Nope, it was all "nature girl" for me. The house we rented was in a pretty good neighborhood – right on a spectacular private beach with neighbors like **Cindy Crawford** and **Michael Eisner**. Cindy and her husband **Randy Gerber** took strolls down the beach from time to time and entertained some of their cool friends like **Laird Hamilton**. Mind you, I didn't get to know these people, but I did get a kick out of seeing them on the beach. Speaking of Cindy, ironically, I had the opportunity to chat with her during her recent visit to Dallas. You can read my interview at www.pinkmemo.com. Believe it or not, she is even more beautiful in person than in pictures. I stood for a picture with her, which nobody should have to do!

As you can see, we have an event-filled fall, so much for the

OCTOBER
Newsletter
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Announcements

NEW FASHIONISTAS

Please welcome: **Sally Francis, Purvi Patel, Arianne Hueerta, Lisa Garza, Michelle Esposito, Laura Young, Lindsay Minor, Monica Grosz, Andrea Webb, Shannon Casey, Laurie Montoya, Melanie Rasansky, Shirley Kerin, Kimberly Patten, Yvonne Johnson and Lisa Muder.**

THE FASHIONISTAS BOARD OF DIRECTORS

Welcome new board members: **Greg Asher, Karen Garrett, Michelle Esposito, Geoffrey Henning, Marlene Sughrue, Gavin Smith, Liani Kotcher, Suzanne Bock and John Libby**. They join existing members: **Doss Alexander, Catherine Colombo, Guillaume Coutheillas, Connie Dieb, Ricardo Fernandes, Jessica George, Joyce Goss, Alonso Martinez, Taylor Sandwick, Lawayne Schrader, Alvin Steffey, Amanda Sterett, Maxine Trowbridge, Christen Wilson and Robyn Wise.**

THE FASHIONISTAS ADVISORY BOARD

Lance Avery Morgan, Brilliant Magazine; Brian Bolke, FortyFiveTen; Barbara Buzzell, The Buzzell Company; Stephen Croncota, Haggard; Nicole Dabbert, Cartier; Vanessa Dabich, Lancôme; Gilbert Friedlander, Weil, Gotshal & Manges, LLP; Holly Moore, Paper City; Terri Provencal, Modern Luxury; Shelle Sills, Neiman Marcus; John Sughrue, Brooks Partners; Rita Sweeney, Pillar Group

FASHIONISTAS 2 NEWS

Welcome New F2's
Andrea Day, Stephanie Hodge, Caroline Young, Kelly Alexandra, Crystal Pulliman, and Jennifer Warriach.

Upcoming F2 Event

The Shak at Stanley Korshak, Saturday, November 17th For more information contact: **Kristen Cone**, F2 Coordinator Email: kgccone@gmail.com

"nature girl" look. It's time to put on that Oscar de la Renta and Front Row Face and make you're entrance at THE FASHIONISTAS fetes.

Stay Fabulous

- Heidi

UPCOMING EVENTS

TOMS Shoes Party and Trunk Show



Fabulous Fashionista, **Jacquelin Sewell**, called me a couple of months ago to see if we would be interested in partnering with TOMS Shoes for an event. TOMS founder, **Blake Mycoskie** and Jacqueline are best friends. Blake makes the coolest shoes on the market, which are inspired by the Argentine *alpargatas* and are favorites of fashion gurus like **Karl Lagerfeld** and **Sienna Miller**. We love their look and comfort, but mostly we love the fact that Blake has donated over 10,000 pairs of TOM's shoes to villagers in the Argentine countryside. Come to the party at The Apartment, 4444 Oak Lawn on Friday, October 19th, 9pm. It's \$100 per person. The trunk show is at my house on Saturday, October 20th, 12pm – 6pm, 3822 Turtle Creek Drive. 10% of the trunk show proceeds will benefit THE FASHIONISTAS. www.tomsshoes.com.

Scott + Cooner Party + Baleri Italia Furniture

Furniture and Fashion designer **Maurizio Galante's** couture clothing can be seen at the Victoria and Albert Museum in London, the Costume Institute in Kyoto and the fashion catwalks of Paris, New York and Milan. He has presented his collection at the Paris Haute-Couture shows since 2006. His furniture designs incorporate his manner of folding fabrics and cutting them into ribbons. Each piece is a work of art. If I were you, I would check out his website, www.maurizio-galante.com. The party takes place at Scott + Cooner, 1617 Hi-Line Drive, Suite 100, on Wednesday, October 24th from 6pm – 9pm. We thank Scott + Cooner for their generous support of THE FASHIONISTAS.

David Rodriguez Trunk Show

This will be the fourth time that my boyfriend **David Rodriguez** will be bringing his collection of beautiful, chic and luxurious clothes to Dallas. By now, most of you have a piece of two in your wardrobe, but if you don't, you really need to stop by the trunk show on October 25th and 26th and pick out a couple of things from David's spring collection. It's being held at Linus Lounge at 2724 Routh Street from 12pm to 6pm. Many thanks to **Nancy Klompus** and David for their continued support of THE FASHIONISTAS. Have a look at David's collection at

The Art Institute of Dallas

AI president, **Simon Lumley** has generously agreed to sponsor every single one of his fashion design students for the FASHIONISTAS 2! There are over 200 design students at the Art Institute of Dallas! Thank you Simon.

F2 Team

Our F2 team is **Connie Dieb**, **Jessica George**, **Taylor Carson Sandwick** and **Christen Wilson**. They are in charge of planning all the super cool events for our fabulous student group.

Fashionistas 2 Newsletter

Our F2 team is now doing a newsletter. If you want to be on the list to receive it, shoot an email to F2@TheFashionistas.org

OUR ADVERTISING AGENCY

The boys at Black Lab Creative are generously donating their time and considerable talents to help us with our marketing efforts. Many thanks to **Chad Costas**, **Brett Dougall**, **Eddie Hall** and **John McFarland**.

OUR LAW FIRM

We are forever indebted to our friends at Weil, Gotshal & Mangers, LLP. They spent the summer getting all of our organizational stuff up-to-date. Thank you **Liani Kotcher**, **Gilbert Friedlander** and **Brittany Perez**.

Oscar de la Renta Fashion Show and Party

As you know, we are the beneficiary of the **Oscar de la Renta** fashion show and party that kicks off NorthPark Center's Fashion at the Park. The show is on Wednesday, November 1st at 6pm and the party begins at the ODLR store at 7pm. Oscar is being so great, they are donating 10% of store proceeds from October 1st – 27th to THE FASHIONISTAS - so make sure you stop in to pick out your frock for the festivities. THE FASHIONISTAS also receive 30% of the show ticket sales from NorthPark. To order tickets for the show, go on line to www.northparkcenter.com.

www.davidrodriguez.net.

Lancôme launch of THE FASHIONISTAS Front Row Face

I'll never forget the day that Vanessa Dabich, Public Relations Director at Lancome, called me out of the blue to say that Lancôme wanted to support our little group. That phone call, as you will recall, resulted in the launch of our Fashionistas Color Design Lip Collection. On October 30, we will proudly announce the launch of our Lancome/Fashionistas Front Row Face Collection. This stunning collection includes everything a girl needs to look her best—lip liner, lip stick, lip gloss, blush, eye liner, 8-piece eye shadow collection, mascara and a brush. **Ross Burton**, Lancôme's national artistic director, will be on hand to give you valuable tips on applying your front row look. Lancôme is also flying in four artists who will be available during the evening to redo or touch up your makeup. The Front Row Face Look is based on the makeup worn at the Oscar de la Renta show in New York, so **Mary Lou Connor**, manager of the ODLR store at NorthPark, has arranged to have a few lovely ladies modeling the latest at Oscars. We'll see you at my house, 3822 Turtle Creek Drive from 6:30pm - 8:30pm on October 30th.

Billion Dollar Babes Sample Sale

Billion Dollar Babes is an exclusive, invitation-only national sample sale held in New York, Los Angeles, San Francisco, Chicago, London, and on December 7th and 8th in Dallas. Each two-day sale features 40+ designer labels and attracts nearly 4,000 shoppers from celebrities and their stylists and publicists, to entertainment and music industry executives. BDB combines European designers such as Vivienne Westwood, Missoni and Agent Provocateur with contemporary favorites such as Diane Von Furstenberg, sass & bride, and Catherine Malandrino. Billion Dollar Babes is giving us 10% of everything purchased by a FASHIONISTA. The December 7th and 8th event will be held at F.I.G. For more information, visit www.billiondollarbabes.com

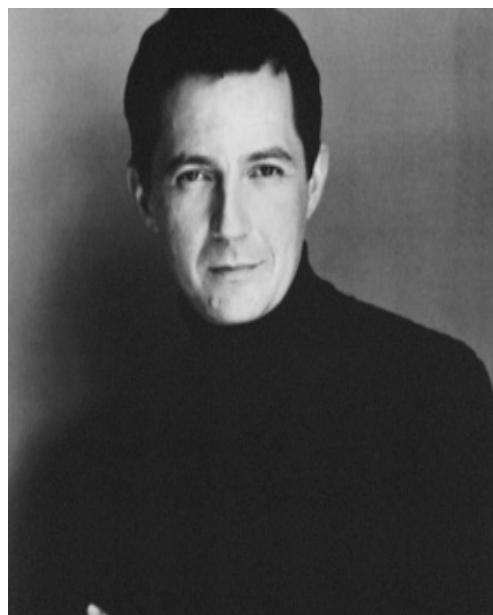
PAST EVENTS

FIG. Finale

The FIG. Finale is one of the most anxiously anticipated sales in Dallas. Two times a year, top stores come together at FIG and sell their women's and men's clothing, accessories and shoes to the public at a 75% discount! The shopper's paradise includes stores like LFT, Elements, Octane, Premium 93, Sheke Boutique, Billy Reid and others offering their high-end merchandise at unbeatable prices. For the die-hard fashionista, the \$100 V.I.P. ticket is the best deal - getting you into the exclusive pre-party, held this year at the Hotel Palomar, and early access to the sale two hours before the general public! Thanks to new board member, **Marlene Sughrue**, THE FASHIONISTAS were the beneficiary of the August sale.

Michael Faircloth Opening

Michael has been working in the fashion industry for more than twenty years since his graduation from the University of North Texas in 1983. On September 20th THE FASHIONISTAS, together with Modern Luxury Dallas and GREY GOOSE, honored Michael with the opening of his exhibition, *Reflections: Works by Michael Faircloth*, at Fashion on Main. **Myra Walker**, Curator and Director of the Texas Fashion Collection, worked closely with Michael for many months to make this show possible. You know that Fashion on Main, our first fashion exhibition space, is funded solely with money raised by THE FASHIONISTAS. Over two hundred people turned out to drink champagne and Fashontinis and listen to the award-winning band, Shanghai 5. Michael showed the breadth of his oeuvre with a collection of suits designed for First Lady, **Laura Bush**, along with the gown she wore to her husband's first inauguration. A number of pieces featured extensive beading, a hallmark of Michael's work. The show will remain up through December 21st. Hours of Fashion on Main are: Wednesday & Friday, 12pm - 5pm., Thursday, 12pm - 8pm.



D Fashion/THE FASHIONISTAS 10

D Fashion and THE FASHIONISTAS are proud to announce THE FASHIONISTAS 10. These are ten of our most fabulously fashionable members whose impeccable style and presence exemplifies the essence of THE FASHIONISTAS. They are: **Alonso Martinez, Tayler Carson Sandwick, Christen Wilson, Doss Alexander, Joyce Goss, Greg Asher, Maxine Trowbridge, Guillaume Coutheillas, Robyn Wise and Ricardo Fernandez.**

On September 26th, D Fashion and Cadillac threw an uproarious party at LIFT to celebrate their second spectacular issue. Our girlfriends at D really know how to spice things up, so along with Cadillac, they set out to make our F10's feel like movie stars. D girl, **Ashlie McGill**, arranged for four chauffeur driven Cadillacs to pick up the fab 10 at my house and drive them to the party. When we arrived, we were let out on a red carpet that was littered with paparazzi and curious bystanders. Cameras were flashing and everyone was wondering, "Who are these people?" I knew this was going to happen because Ash and I had planned it, but the F10's didn't know what they were getting into and were tickled by the attention. They deserve it. They are our super-stars.



FABULOUS FASHIONISTAS



Jacquelin Sewell – The smart and adorable Dallas native, Jacquelin Sewell, moved back to town in 2006 after studying fashion design at Parsons and finally receiving her Bachelor of Science in Social Studies at New York University. She currently works as marketing director for Sewell Automotive Companies and is continuing the family tradition of giving back to her community. Jacquelin is active in the SPCA, the Hockaday School and MD Anderson Hospitals. She loves being a member of THE FASHIONISTAS because it gives her the opportunity to be involved in one of her great passions -the fashion world. Her other great passion is for the arts, so this year she and her mother, **Peggy Sewell** are co-chairing the Art Ball, one of Dallas' most glamorous events that benefits the Dallas Museum of Art. This month Jacquelin is chairing the fund-raiser for her dear friend, Blake Mycoski, founder of TOMS Shoes that includes a fab party and trunk show to benefit THE FASHIONISTAS.

Nancy Klompus – Nancy has always loved fashion. As a teenager, the knowledge she gleaned from the pages of Vogue and Harpers Bazaar made her the “go-to” fashion expert for her family and friends.

After graduating from the University of Arizona with a degree in Merchandising and Fashion Promotion, it was off to Texas to manage The Limited. Nancy worked her way up the corporate ladder by managing departments at Saks, Barneys and Neiman Marcus. After completing the Executive Training Program at Neiman’s, she landed a job as assistant buyer for Escada, Armani and Donna Karan. Her next stop was as the Director of the Fifth Avenue Club, Sak’s personal shopping service. She was hooked. Personal shopping combined her love of building wardrobes to suite people’s lifestyles with her acute sense of fashion and strong organizational skills. The entrepreneurial bug bit her and she struck out on her own, forming Nancy Klompus Buy Request, one of the foremost personal shopping services in Texas.

You can avail yourself of her considerable knowledge by reading her fashion advice column for Dallas and Fort Worth Child magazine. Nancy also volunteers monthly for Attitudes and Attire, an organization dedicated to styling and outfitting economically disadvantaged women to ready them for the workplace. Visit her website at www.nkbuyrequest.com



Eduar Lamprea – Eduar was born into a family of tailors and designers in Colombia in 1968. Surrounded by fabrics and pageants, he began his career in fashion design in 1987 with instruction from the esteemed academy of fashion design, Arturo Tejada in Medellin, Colombia, the fashion capital of South America. Relocating to Ecuador in the middle of his career, Eduar Lamprea ascended quickly in the world of pageants and high fashion. In 1993, he designed the gown for the winner of Miss South America and his success led him to continue designing gowns for ambassadors, first ladies and many of Ecuador's high society. Subsequently, he helped in founding the only Fashion Designers Association in Ecuador in 2002 and became one of the only selected designers to partake in Sirai, the exclusive Fashion House of Ecuador. Here, he continued to perfect his passion for formal wear. In 2004, dressed in Eduar Lamprea's gown, Miss Australia took the crown for the Miss Universe pageant in Ecuador. Eduar Lamprea finds his inspiration in the great cultures of our time, from Egypt to the Incas using fabrics not typically used for eveningwear, such as leather and wool. His preferred design techniques include hand-embroidery and hand painting with patterns that always reflect great taste and that fit the diversity of women today. Eduar Lamprea relocated to Fort Worth this year with his wife, Roxanne, a Texas native. She won his heart and introduced him to the rich history and culture of Texas.

ABOUT THE FASHIONISTAS

THE FASHIONISTAS, Inc., founded by Heidi Dillon in 2005, is a non-profit organization committed to raising funds to support The Texas Fashion Collection and Fashion on Main, Dallas' first exhibition space dedicated to showing historic fashion. The Texas Fashion Collection, founded in 1938 by Neiman Marcus, is part of the College of Visual Arts and Design at the University of North Texas and serves as an educational resource for students, researchers and the general public. Fashion on Main, located at 1901 Main Street in downtown Dallas, makes the Texas Fashion Collection more accessible to the public. The Fashion on Main gallery space, which is funded solely with money raised by **THE FASHIONISTAS**, focuses on exhibiting significant 20th-century designers such as Balenciaga, Norman Norell, Givenchy, Oscar de la Renta, Halston, Geoffrey Beene and Coco Chanel. **THE FASHIONISTAS** host numerous parties and events throughout the year and have a membership of over 400 of Dallas' most stylish and philanthropically minded individuals. They have been the guests of Oscar de la Renta, Lancôme, Cadillac, Neiman Marcus, Chanel, Gucci, Versace, to name just a few. **THE FASHIONISTAS** are currently raising funds to expand Fashion on Main to a full-fledged, world-class fashion museum.

THE FASHIONISTAS are also preparing to launch **THE FASHIONISTAS** International Fashion Lecture Series, which will bring notable scholars, designers and fashion professionals to Dallas four times annually, **THE FASHIONISTAS** Party of the Year, our annual gala fundraiser, and **THE FASHIONISTAS** Student Fashion Week. Monies raised from Student Fashion Week will go into a fund to provide scholarships for fashion design students. The **FASHIONISTS 2**, our student group has over 450 members from schools across the metroplex. For more information, log onto www.thefashionistas.org.

Calender

TOMS Shoes Party

Friday, October 19th, 9pm at The Apartment.

TOMS Shoes Trunk Show

Saturday, October 20th, 12pm - 6pm at 3822 Turtle Creek Drive.

Bradley Bayou Fashion Show Party

Monday, October 22nd, 7pm cocktails, 8pm show, 8:30pm after party at Dallas Market Center.

Scott+Cooner Party

Baleri Italia Furniture Designed by Maurizio Galante

Wednesday, October 24th, 6pm – 9pm, 1617 Hi-Line Drive, Suite 100.

David Rodriguez Trunk Show

Thursday, October 25th and Friday, October 26th at Linus Lounge, 2724 Routh Street.

Lancôme Launch of the Fashionistas Front Row Face Collection

Tuesday, October 30th, 6:30pm - 8:30pm at 3822 Turtle Creek Drive.

Oscar de la Renta Fashion Show & Party

Wednesday, November 1st, show at 6pm, party from 7pm – 9pm, NorthPark Center.

FASHIONISTAS 2 Party at the Shak

Saturday, November 17th, time TBD

Billion Dollar Babes Sample Sale

Thursday December 7th and Friday December 8th at F.I.G.

3822 Turtle Creek Drive, Dallas TX 75219 - 972 504 6354 - fashion@thefashionistas.org

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