

continued for its second year in October 2005, where CFDA Fashion Targets Breast Cancer and *SELF* magazine joined the cause. Last October, Betsey Johnson sold a special breast cancer T-shirt at all Betsey Johnson retail stores. For every "Big Lips" T-shirt sold, 20% of the proceeds were donated to NBCCF (National Breast Cancer Coalition Fund). T-shirts and hats with slogans like "Priceless Pairs", "Get Your Pink On", "I Wear Pink For My Mom" and "Cancer Can Kiss My Ass" are all benefiting breast cancer awareness, centers and programs. What's also interesting is that the designers have managed to create the tops in different styles and cuts, making it fashionable to rock the pink support. Other supporters include Marc by Marc Jacobs Charm Bracelets, where 50% of the proceeds are donated to Y-ME National Breast Cancer Organization. Tobi Act for The Cure Tee donate 10% of sales to Susan G. Komen for the Cure. Five Humans, a company on a mission to cure ignorance through hip fashionable clothing, launched a complete collection of disease related T-shirts and hats for both men and women, as well as a line for children called Little Humans. The "Touch Yourself" and "Threads of Bravery" T-shirts are two of the available pieces from the collection; go to [fivehumans.com](http://fivehumans.com) for more information. Rebecca Minkoff stands up to breast cancer by donating 10% of sales profits from her Rose bag in Champagne to the Susan G. Komen for the Cure initiative. Andrea Brueckner's Aspen clutch in Magenta also sends 30% of the profit to the same program. Rain boots are perfect for winter, and what's better, these Hatley Horseplay Boots are also part of the fight for breast cancer initiative as well; a portion of the selling price of these boots goes directly to the John Wayne Cancer Institute. And if you want your jeans to be a part of the cause, J & Company Jeans are the perfect pair. Thirty five dollars from each sale of the pants will be donated to the National Breast Cancer Foundation, Inc. Warner's



Prevention is Key bra and bikini are also items that benefits The Breast Cancer Research Foundation.

The real story however, is the Fashion Targets Breast Cancer initiative that has taken the fashion world by storm. Led by CFDA President and renowned designer Diane Von Furstenberg, [net-a-porter.com](http://net-a-porter.com) and the CFDA have teamed up with Ralph Lauren to create the iconic FTBC polo shirt exclusively for the website. The polo shirt was the first item in their FTBC shop and encourages women to stand up and join the fight against breast cancer. All proceeds of the polo shirt benefit breast cancer centers and programs around the United States. To date, FTBC has distributed over USD 40 million to breast cancer charities in 13 different countries. Some of the items featured in the FTBC shop include a Diane Von Furstenberg Tuvalu jersey dress, an Emilio Pucci Sundial canvas beach bag, a Rachel Roy Embellished tank top and a Tara Matthews FTBC triangle bikini. Also included in the store are a Catherine Malandrino

Coco mini dress and a Scoop Ikat pareo. One of the featured items on [net-a-porter.com](http://net-a-porter.com) is an Oscar de la Renta hand embroidered silk kaftan, which has been exclusively created for FTBC. It is only one of six pieces.

With awareness like this all around the world, people have opened their eyes to the disease, and have realized that breast cancer awareness is just as important as the cure. Nearly 1.5 million women

worldwide will be diagnosed with breast cancer this year. It could be your mother, sister, friend, or even you... So support the cause, get the facts and save a life. ■

Warner's Prevention is Key