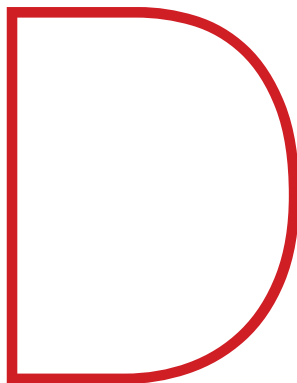




Hatley Horseplay

A Fashion For Cause

When fashion puts its muscle behind a good cause, the result is always striking. Breast cancer awareness is something that the fashion industry has been strongly encouraging, so it comes as no surprise that many designers have put the time and effort in supporting the cause.



esigners and brands like Lacoste and Scoop NYC, Vera Bradley and Jaime Pressly have all created pieces specifically for a breast cancer fund, where all profits of these pieces go towards supporting

various breast cancer programs and centers around the world. Scoop NYC has introduced limited edition signature ballet flats to help raise money for the Council of Fashion Designers of America's charitable initiative, Fashion Targets Breast Cancer (FTBC). The navy blue quilted flannel flats with black patent leather trim features the blue FTBC logo and is available both online and in Scoop stores.



Scoop NYC

Rachel Roy

Designer, Vera Bradley established the Vera Bradley Foundation for Breast Cancer in 1998 after a friend lost her battle with breast cancer. Vera Bradley has raised USD 6 million for research to find a cure for this disease by selling items specifically for that fund, like the Pink Elephants Ella Wristlet, which has the pink elephants breast cancer awareness pattern with coordinating fabrics beautifully added. The strap can be removed so it can also be used as a clutch.

Breast cancer survivor and designer, Betsey Johnson, created a breast cancer awareness T-shirt, giving a portion of the proceeds to cancer research. She

teamed up with GERALYN LUCAS, the

author of the book, *Why I Wore Lipstick...To My Mastectomy*, to design an accompanying T-shirt which was launched in Betsey Johnson stores nationwide in October 2004 at a series of events called Courage Nights. Courage Night



Marc Jacobs

Andrea Brueckner