

*Los Angeles County Affiliate of Susan G. Komen for the Cure®,
Smashbox and Diane von Furstenberg® Present*

**EIGHTH ANNUAL FASHION FOR THE CURE® INSPIRATIONAL RUNWAY SHOW FUNDRAISER
FEATURING DIANE VON FURSTENBERG®'S CRUISE/PRE-SPRING COLLECTION 2009/2010**

*World's Largest Breast Cancer Advocacy Organization Features Iconic Designer to Raise
Awareness and Funds for Breast Cancer Research and Services in LA County*

LOS ANGELES - June 15, 2009 - [The Los Angeles County Affiliate of Susan G. Komen for the Cure®](#), the world's largest breast cancer advocacy organization, is proud to announce it will be holding the organization's eighth annual [Fashion for the Cure®](#) fundraiser at Smashbox Studios in West Hollywood on Thursday, September 24, 2009. As part of this year's event that will kick off October's breast cancer awareness month, the Komen Los Angeles County Affiliate is featuring the *Diane von Furstenberg® Cruise/Pre-Spring Collection 2009/2010* in an inspirational runway show to an estimated audience of 550 influencers and breast cancer survivors and advocates.

The theme of this year's runway show is *Inspiration*. Fashion for the Cure® seeks to inspire and encourage LA's fashion, entertainment and medical community to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

In typical Susan G. Komen for the Cure® style and as breast cancer knows no boundary - be it age, gender, socio-economic status or geographic location - the runway models for the event will be comprised of women who have strong ties to breast cancer. This year's lineup will include high-profile breast cancer advocates, local breast cancer survivors and professional models who have been touched by breast cancer.

In addition to the inspirational runway show, additional event festivities include a silent auction and a brief ceremony honoring Los Angeles County-based researchers who received national Susan G. Komen for the Cure® grants.

"It is our goal to identify world-class allies to raise awareness and funds to fight breast cancer in Los Angeles County. We are thrilled to feature Diane von Furstenberg®'s collection, and about our collaboration with Smashbox Cosmetics and Smashbox Studios, our presenting sponsors," said Catherine Mullally, Executive Director of the LA County Affiliate of Susan G. Komen for the Cure®.

With Smashbox Cosmetics as a presenting sponsor, fashion will merge with world-class beauty at this year's runway show. The latest Smashbox hues will be worn by the models and its makeup artists will share innovative beauty products, insider beauty secrets and trends straight from the experts with the event attendees.

Smashbox Studios' West Hollywood location puts the Affiliate's Fashion for the Cure® at the forefront of fashion and chic in the entertainment capital of the world. The studios' creative division, the Quixote Design Group, is designing all collateral pieces for the event.

"My brother Dean, our Studio partner Mikel and I, are so excited to be a part of such an incredible event. It is important for us to support charities such as the Los Angeles County Affiliate of Susan G. Komen for the Cure to continue the imperative research in finding a cure," said Davis Factor, Chief Creative Officer & Co-Founder of Smashbox Enterprises. "The Smashbox philosophy is to infuse the contemporary beauty, creative energy and artistic lifestyle of Smashbox Studios through our cosmetics into the lives of people worldwide and that is why we chose to partner with Komen LA County's Fashion for the Cure®."

The Affiliate will utilize 75 percent of the event's proceeds for breast cancer patient services within our community. The remaining 25 percent will go to Komen National for research. Komen is the world's leader in breast cancer research, awareness, and education.

Both general admission and VIP tickets will be available for sale starting June 30 at www.fashionforthecureLA.org. Ticket prices range from \$150 to \$500 per person.

About Fashion for the Cure®

Fashion for the Cure® has been a successful, fashion based fundraising event for 8 years celebrating influential runway designers, models and celebrity hosts. The series raises significant funds and awareness for the fight against breast cancer, honoring breast cancer survivorship and those who have lost their battle with the disease. With funds raised by the Fashion for the Cure®, the Los Angeles County Affiliate of Susan G. Komen for the Cure® is able to fund breast cancer research grants, meritorious awards and educational, scientific and community outreach programs around the world. Up to 75 percent of the net proceeds from Fashion for the Cure® will provide breast cancer screening, education, diagnostic tests, and treatments specifically for Los Angeles County women, with an emphasis on the uninsured and medically underserved.

About Susan G. Komen for the Cure® Los Angeles County Affiliate

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure® and launched the global breast cancer movement. Today, the organization is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Susan G. Komen for the Cure® has invested more than \$1.3 billion to fulfill our promise, becoming the largest non-profit funder of breast cancer research in the world. The Los Angeles County Affiliate has raised more than \$7 million to fund breast cancer programs and research in the last 13 years, which have gone to provide the medically underserved and uninsured populations in Los Angeles County with screening, diagnostic tests and treatments for breast cancer. For more information about the Los Angeles County Affiliate of Susan G. Komen for the Cure®, visit www.komenlacounty.org or call 310-575-3011. Please join us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [MySpace](#).

About Diane von Furstenberg®

Diane von Furstenberg, one of the premier names in American fashion, was founded in 1972 by the designer. Renowned for its iconic Wrap dress and signature prints, DVF has grown into the global luxury lifestyle brand known today. The company, headquartered in New York City, has expanded to a full comprehensive line of ready-to-wear, swimwear, handbags, footwear, luggage, accessories, fine jewelry and rugs. Its distinct collections are sold in over 56 countries and in 31 namesake retail boutiques worldwide.

About Smashbox Cosmetics

Smashbox Cosmetics was founded by the great-grandsons of makeup legend Max Factor; Dean and Davis Factor. World-famous makeup artists and Hollywood faces that frequent Smashbox Studios are the inspiration behind the development of the Smashbox Cosmetics line. Dean and Davis are carrying on their heritage by establishing the world of photography, magazine editorial shoots and world-class beauty products in their hometown of Los Angeles.

About Smashbox Studios

Whether it's a photo, film or event production, Smashbox Studios has always been at the forefront of the tastemaker scene in Los Angeles. Now with Quixote Studios' Mikel Elliott at the helm as managing partner, LA has not been able to take a breath with all the creativity pumped daily into the brand. Smashbox Studios continues to push the boundaries, now offering Creative Services, under the name Quixote Design Group.