



*fff*ashion *l.a.*
FUR FREE FASHION SHOW

Thursday, September 22, 2011
Wonderland, Los Angeles, CA



Thank You for Joining us For this Special Night

fffashion L.A. is a high-profile, one-of-a-kind fashion show that will infuse Los Angeles with the best in “kind couture” — cutting-edge fashions that are friendly to animals and the environment.

fffashion L.A. is a project of Born Free USA, a nationally recognized leader in animal welfare and wildlife conservation.

Along with other leading designers, included in this year’s show are the winning designers from *fffashion*, Born Free USA’s Fur Free Fashion Competition. Entries were judged by a celebrity panel: international design and couture legend Elizabeth Emanuel (perhaps best-known for creating Princess Diana’s wedding gown), Rachele Carson-Begley (*Living with Ed* on Discovery’s *Planet Green*), Kristin Bauer (Pam on HBO’s *True Blood*), Julia Barr (*All My Children*), Brita Belli (editor of *E–The Environmental Magazine*); and Summer Rayne Oakes (eco-model, activist and green living expert).

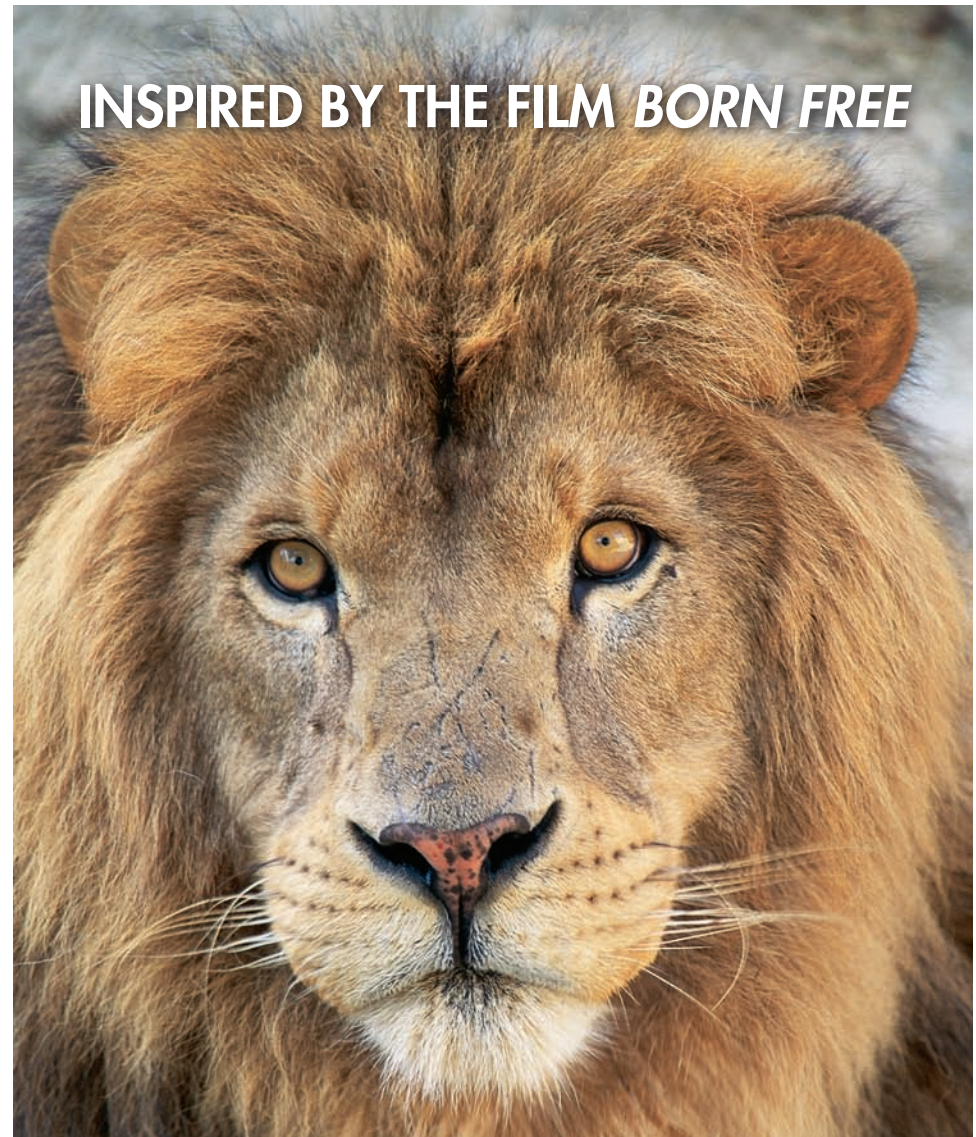
See the winning designs at:
www.bornfreeusa.org/fffashion

Born Free USA’s Fur Free Fashion Competition and fur free fashion show provide an opportunity to honor and celebrate compassionate designers and to educate the public and the fashion industry about stopping the sale and glamorization of fur.



We hope you enjoy the show!

INSPIRED BY THE FILM *BORN FREE*



Born Free USA is a Powerful Force for Animals

Animal Rescues > sparing their suffering and providing sanctuary
Captivity > ending miserable lives on concrete and behind bars
Poaching > stopping the poachers from slaughtering wildlife for profit
Trapping & Fur > banning unnecessary suffering and indiscriminate killing



Join us today and help us

KEEP WILDLIFE IN THE WILD®

www.bornfreeusa.org

Born Free USA would like to thank Billy Lowe and his red carpet team for providing hair and make-up services for tonight's fashion show.



Specializing in brilliant cut and color services, special events and beauty campaigns, Billy Lowe is a leader in his field and has worked with the hottest names in Hollywood on and off the red carpet.

To book Billy Lowe for your special events or to schedule a hair appointment, please visit BillyLowe.com or call 310-430-4045.

Billy Lowe
Every day is a good hair day!



Born Free USA would like to thank *E-The Environmental Magazine*, our partner for the third year in *fffashion: Fur Free Fashion Design Competition*.

PHOTOGRAPHER: Charleton Churchill MODEL: Jessien Michelle HAIR & MAKEUP: Tessie Marie DRESS: Stephanie Teague

Compassion Is the New Green



The aim of *fffashion L.A.* and the *fffashion Fur Free Fashion Design Competition* is to help establish compassion for animals as a cornerstone of the growing ethical and green fashion movement and to provide support to designers who share this goal.

In recent years we have witnessed more and more markets embracing ideologies that support ethical consumerism and — as is evident tonight — the fashion industry is taking notice.

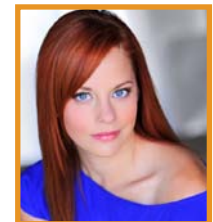
In a collection of white papers on “Future Fashion,” Julie Gilhart, former senior vice president and fashion director for Barney’s New York, wrote, “Taste used to mean good style. Now taste is increasingly about making good ethical choices. Luxury was about buying something extravagant. Now luxury is about making sure the extravagance is sustainable.” She also opined that “Socially conscience ethical consumerism is The New Cool.”

Despite this however, Barney’s continues to sell real fur. This type of disconnect is all too common between concern for the environment and concern for individual animal suffering. Thankfully, as tonight’s runway showcases, compassion for animals is starting to be added into the social and environmental equation.

More and more fashion designers, retailers and consumers — *like you* — realize that fur has no place in socially conscious ethical consumerism. As we enjoy this exclusive evening of “kind couture,” let us celebrate the new equation we are all helping to shape: Fashion plus compassion for the animals and the Earth not only equals good taste; it also equals looking damned good as well!

Born Free USA would like to thank tonight's host

AMY PAFFRATH



fffashion
 FUR FREE FASHION COMPETITION
 WINNER



...for the look that lives

Born Free USA and E magazine are pleased to announce the winning entries of the 3rd Annual *fffashion*: Fur Free Fashion Competition.

1ST PLACE DESIGNER: Stephanie Teague (www.stephanieteague.com)
 TITLE: Mustard Gauze and Hemp Linen Mini Dress (shown above)

2ND PLACE DESIGNER: Yan Fong TITLE: Anti-Blood Fur (view online)
3RD PLACE DESIGNER: Soreyda Benedit Begley TITLE: Natural Glamour (view online)

View the top 10 finalists, Student and Green design winners, and find out what's in store for the 2012 *fffashion* contest at:

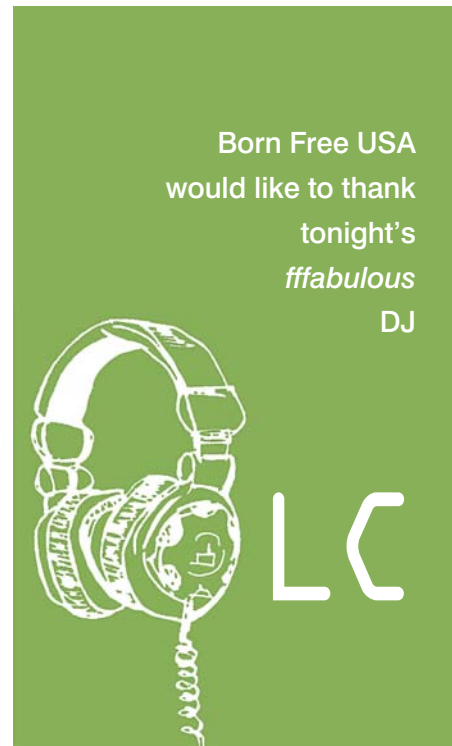
www.bornfreeusa.org/fffashion



PHOTOGRAPHER: Charleton Churchill
 MODEL: Jeslen Mishelle
 HAIR & MAKEUP: Tessie Marie



Born Free USA
 would like to thank
 tonight's *fffabulous*
 photographer



Born Free USA
 would like to thank
 tonight's
fffabulous
 DJ



Congratulations to all the designers of
 Fur Free Fashion!

*"The greatness of a nation and its moral progress can
 be judged by the way its animals are treated."*

~ Mahatma Gandhi

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Born Free USA
 would like to thank
 tonight's
fffabulous
 stylist

DEVON ♥ POER



fffashionla.

FUR FREE FASHION SHOW

Thursday, Sept. 22, 2011
Wonderland, Los Angeles

Tonight's Program:

A) **KissinCussin**

- look #1
- look #2
- look #3
- look #4

B) **Pretty Birdie by Stephanie Teague**

- look #5
- look #6
- look #7
- look #8

C) **Ashley Cook**

- look #9
- look #10
- look #11

D) **Soreyda Benedit Begley**

- look #12
- look #13
- look #14
- look #15

E) **René Geneva**

- look #16
- look #17

F) **YANE MODE**

- look #18
- look #19
- look #20

G) **Dalia MacPhee**

- look #21
- look #22
- look #23

H) **Sherri Hill**

- look #24
- look #25
- look #26

Tonight's Shoes & Accessories By:

- Shoes > **Cri de Coeur**
Faux furs > **Donna Salyers' Fabulous Furs**
Handbags > **Imoshion**
Jewelry > **Tea Tree Designs**

A Big Thank You to Tonight's fffashion L.A. models



Pretty Birdie by Stephanie Teague* — www.stephanieteague.etsy.com

Pretty Birdie is a hand-made, eco friendly clothing line founded in 2008, and based in Greensboro, NC. The company's founder and head designer, Stephanie Teague, has been in the world of fashion for more than 15 years, beginning as a model. She worked in many major markets across the United States and Europe, and gained incredible insight into the world of design and fashion. She is completely self-taught as a designer. Stephanie began Pretty Birdie with one main objective — to provide buyers with eco-friendly clothing and accessories that were fashionable, yet comfortable.

**1st place winner, fur free fashion competition.*

YANE MODE — www.yanemode.com

By designer Yan Fong* of Hong Kong. YANE MODE, a high-end independent designer brand with class and taste. The word MODE in French stands for FASHION. The brand is famous of the delicate draping technique that forms women's body shape perfectly. The little dresses of YANE MODE are adaptable not only for evening but also for work. YANE MODE brings classy yet feminine style to the market at an affordable price; the customers are a successful, confident and tasteful modern group. YANE MODE is an anti-fur designer brand supporting animal welfare and Earth awareness and participates in various celebrity charity shows and global exhibitions.

**2nd place winner, fur free fashion competition.*

Soreyda Benedit Begley* — www.soreyda.com

Soreyda Benedit Begley is a Lexington, KY based designer and community activist. Originally from Honduras, she has lived in the United States for almost 11 years. She is the director of the Lexington Fashion Collaborative and a member of the Make Lexington a Fair Trade town coalition. She was named a 2011 Central Kentucky Leading Women by Business Lexington Magazine. Her passion for fashion started at a young age — as a little girl she sewed by hand and used any materials she could find to create her designs. She still uses unconventional materials on her designs.

**3rd place winner, fur free fashion competition*

Ashley Cook* — www.bornfreeusa.org/fffashion

Ashley Cook of Crystal Lake, IL, now based in McHenry, IL, studies at the International Academy of Design and Technology in Schaumburg, IL. She focuses on natural materials and sources that are harmless to animals and the environment and looks for ways to reconstruct and recycle garments. She says, "Without the beauty of life and nature surrounding us, we would be neither inspired nor capable of making such fashions. Let us safely drape the world!"

**Green Award and Student Award winner, fur free fashion competition*

Dalia MacPhee — www.daliaonline.com

Dalia MacPhee designs a line of stunning evening gowns handcrafted with superior distinction and elegance. Each piece is a unique synthesis of superb design and innovation that employs exacting hand and modern technology. Dalia MacPhee styles have been spotted on countless celebs at award shows, red carpet galas and the White House. Dalia is involved in several charities and causes across the globe and 95 percent of her line is vegan-friendly.

Sherri Hill — www.sherrihill.com

Sherri Hill is a distinguished and well-know designer of prom and pageant evening wear. Her unparalleled design achievements in the pageant industry include many recent winners and

contestants. Sherri Hill designs can be found on the red carpet as well. Her devotion to design is evident in her selection of beautiful fabrics and trimmings combined with innovative combinations of cuts to accentuate the best features of each and every woman. Sherri Hill designs epitomize the fashionable lifestyle of today's thoroughly modern women.

KissinCussin, Australia — www.kissincussin.com.au

KissinCussin embodies the adventures of cousins Jess Brown and Hayley Maynard and the inspiration they found helping to put a small Sri Lankan village back on its feet after a 2004 tsunami. Offering something fresh and unique, the label gradually developed a reputation for its luxury bohemian style. With KissinCussin's heart strongly attached to ethical manufacture and the empowerment of women in remote communities, each collection reaches out to the girl who wants to be playful, feminine, wild, passionate and free.

René Geneva — www.mycorset.com

René Geneva Design llc is a company that cares. Its goal is to provide fashion-forward, organic women's clothing that is chic, sustainable and helps to take care of people and the planet. It ensures fair wages are paid to those who are involved. Each garment is made from sustainable or organic fabrics. Most of the green designs are made in the United States. René Geneva Design also has created several little socially responsible programs over the years that make a big difference: Scraps for Schools™, the Sun Power Project™ and Fashionably Carbon Neutral™.

SHOES AND ACCESSORIES

Cri de Coeur — www.cri-de-coeur.com

Never before has being so eco-friendly been so stylish. Thanks to Cri de Coeur, a line of top-quality vegan shoes, ladies around the globe can create eco-luxe looks in no time flat. Pairing deftly with everything from cocktail dresses to skinny jeans, Cri de Coeur accessories embody effortless chic. Cri de Coeur is a French expression that translates to "cry from the heart." Its mission is to help ethical fashion saturate the future market of retail by provoking a dialogue that will demand that these ideals be met industry-wide – because the planet and its inhabitants depend on it.

Donna Salyers' Fabulous Furs — www.fabulousfurs.com

"Inspiration for Fabulous Furs came two decades ago as I was on my way to purchase a full-length mink coat. On my car radio, Paul Harvey described kittens being skinned alive to become 'mink' teddy bears. Instead of buying a coat that day, I was inspired to create a luxurious alternative. We take pride in manufacturing many of our products in the workroom upstairs from my office, in Northern Kentucky. Sparing animals the cruelty associated with animal fur is my motivation." – Donna Salyer

Imoshion — www.imoshionstore.com

[ih-moh-sh uh n] - noun 1. an essential state of style expressed through an individual passion for life, love and joy. Imoshion was created in 2008 and captivated women's attention with edgy designs, high-quality standards, gorgeous hardware and, most importantly, cruelty-free material. Imoshion has graced the pages of *Oprah*, *Cosmopolitan* and *People* magazines numerous times. Imoshion's creator, Bobby Kaveh, is an active vegan and takes pride that his brand will always be an animal friendly and Vegan Leather company that delivers high quality fashion at an affordable cost.

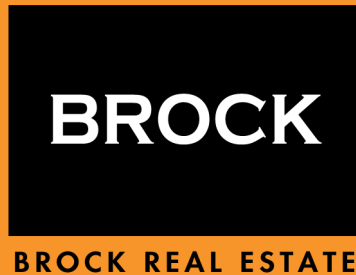
Tea Tree Designs — www.TeaTreeDeisgns.com

This couture yet playful eco-jewelry, fashioned by Los Angeles designer Erika Backberg, bridges her passions for sustainability and the belief that you don't have to compromise beauty to be green. Constructed from the highest-quality local and sustainable materials, each one-of-a-kind piece is organically designed with a distinct personality and unique past.

For tonight's *fffabulous*
accessories, Born Free USA
would like to thank



Born Free USA
would like to thank
tonight's *fffabulous*
sponsor



Get the Facts on Fur

You may not be aware of the inherent cruelties involved in the making of fur garments or how the promotion of wildlife products can threaten the survival of species in the wild. But after considering the following information we hope you will consider adopting a personal "fur free" policy by not wearing or buying fur products and by supporting efforts to end the cruel fur trade.

Fur — Each year, more than 50 million animals are killed for fashion. Whether used as a full-length coat or simple trim, fur represents senseless pain and suffering. There are generally two ways to obtain fur: trapping and killing animals in the wild, or producing and killing animals in fur farms (or "ranches").

Trapping — Wild-caught fur is obtained by setting traps or snares to capture fur-bearing animals. Once an animal is caught it may remain in the trap or snare for several days before starving or slowly strangling to death. If the animal is still alive when the trapper comes to check the trap or snare, he often is beaten over the head or shot. In addition to the desired fur-bearing animals, trappers catch non-targeted animals, called "trash." Non-targeted animals include deer, birds, squirrels, endangered species, cats and dogs.

Fur Farms — Farm-raised fur comes from animals kept in tiny, filthy cages, deprived of adequate protection from the elements. As a result of these conditions, animals develop disturbed, repetitive behavior such as pacing, head-bobbing and self-mutilation.

Vintage Fur — It is difficult, if not impossible, for the average consumer to obtain a credible assurance that fur used on a garment is indeed "vintage" or "recycled." Due to the vagueness of these terms, it is possible that fur from an animal killed less than one year ago could be considered "recycled," if it has previously debuted on an earlier fashion. Creating a secondary market for fur — no matter how old — helps to maintain the commercial viability of fur and other wildlife products, and thus helps perpetuate the cruel trade.

Choose the Look that Lives — Visit www.furfreeshopping.com.

Born Free USA
would like to thank
tonight's *fffabulous*
musical guest

! 8mm !



PHOTO: TJ Scott

Born Free USA
would like to thank



CRI DE COEUR

for providing tonight's
fffabulous
shoes

... for the look that lives.



The following U.S. retailers have committed in writing to the only fur-free policy recognized by the international Fur Free Retailer Program. *Shop the fox!*

NATIONAL RETAILERS:

- Adolfo Dominguez
- American Apparel
- Dalia MacPhee
- Donna Salyers' Fabulous-Furs
- Esprit
- H & M
- Helly Hansen
- Keepsakes Etc
- Organic Style
- Pier 1 Imports
- René Geneva
- Sherri Hill
- St. Francis Couture
- SuperLuckyCat
- WanaWear by Tina O

U.S. RETAILERS:

Visit: www.furfreeshopping.com

INTERNATIONAL RETAILERS:

Visit www.furfreeretailer.com

The 2009 1st place winner of *ffashion*: fur free fashion competition. "Coat Ginger" by Zsega

A special *ffashion* tthanks goes out to:

SWAG BAG GIFT ITEMS BY:

gift card

Billy Lowe — a hair studio

www.billylowe.com

fragrance

The Body Shop

www.thebodyshop-usa.com

eco pens

Born Free USA

www.bornfreeusa.org

lip blams

My Lip Stuff

www.mylipstuff.com

fur-free cosmetic blush brushes

Urban Decay

www.urbandecay.com



fur free & ecofffabulous
AUCTION



**Own One of the Items from
Tonight's *ffashion* L.A. Show!**

You can take part in our "Fur Free & Eco Fffabulous" online auction from anywhere in the world! Just log in and bid on your favorite design from tonight's show — plus many other fabulous items!

Just visit:

www.biddingforgood.com/bornfreeusa

from

Monday, Nov. 7th to Saturday, Nov. 12th, 2011

One of the ways we encourage individuals to protect wildlife and their habitat is through consumer power: Avoid purchasing products that harm animals and the environment and instead seek out eco- and animal-friendly products and companies.

And along with "shopping the fox" (www.furfreeshopping.com) you can shop from the comfort of your home and bid online during our "Fur Free & Eco-Fffabulous" auction Nov. 7-12, 2011.



ttt thank
YOU!

We hope to see you next year. Shop your *ffashion* with compassion.