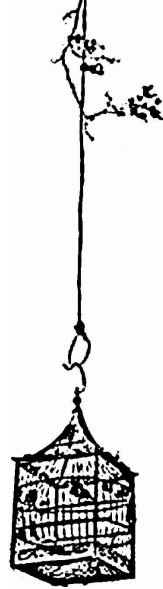




little **black** dress



"Women who wear black lead colorful lives." —Nieman Marcus advertisement



When the little black dress is right, there's nothing else to wear in its place. —The Duchess of Windsor

WHAT IS little black dress?

little black dress was born of a fashion lover's desire to celebrate her favorite local designers and give back to the community that had nurtured her. Established in 2002, the organization has turned the ingenuity of more than 100 fashion designers into abundant charitable contributions.

Each year a city is selected; noteworthy area designers are invited to realize their vision of the little black dress; and the results are displayed and auctioned silently at a gala event, with 100 percent of the proceeds going directly to representatives of the designated local charity. At the end of the evening, the work of one designer is singled out for recognition by attendees' votes as "the perfect little black dress."

Though New York City designers were fêted in 2004, little black dress aims to shine a spotlight on emerging "alternative" fashion centers like Los Angeles (2002, 2003, 2005) and Manchester, England (2006). Fashion-forward cities around the world are currently in consideration for forthcoming events.

little black dress' annual gathering is a rare opportunity for fashion's most promising talent to mingle with the acclaimed designers who've inspired them, and for masters and novices alike to greet their public and see how they respond to their work.

Thus the fashion community—many of whom are known for doing well—come together to do good.

"I've always said, 'When in doubt, wear a little black dress.'" —little black dress founder Emmy Cortes

PHILANTHROPY

Since its inception, **little black dress** has raised well over \$100,000.

The beneficiaries of its efforts include Los Angeles-based Stop Cancer, a source of grants for scientists engaged in innovative cancer research; New York City's Dress for Success, which helps economically disadvantaged women succeed in the workplace; and UK-headquartered Nordoff-Robbins Music Therapy, dedicated to improving the communication and life skills of adults and children with special needs.

In addition to contributing 100 percent of silent-auction proceeds to its charitable partners, little black dress donates all funds raised through the sale of tickets for its highly coveted raffle packages. (The organization's operating expenses are supported by sponsorship programs and admission-ticket sales.)

"Ten out of ten women have one-but ten out ten want another because the little black dress leads the best-rounded life." —Vogue, 1944



THE DESIGNERS

Whether their work is inspired by the streets, the beach or the runway, the designers called upon to interpret the **little black dress** share a commitment to craftsmanship, innovation and uncompromising self-expression. All have attained significance by holding a mirror to the culture in which they create. More than 100 fashion artists have lent their characteristic gifts to little black dress. To name just a few:

Donna Karan: Synonymous with New York City, Donna Karan emerged as one of fashion's leading lights drawing from the spirit of big-city life.

Oscar de la Renta: Oscar de la Renta rose from his boyhood in the Dominican Republic to apprentice with Spanish design icon Cristobal Balenciaga and launch his own ready-to-wear label in New York which has influenced the fashion world since the 1970s.

Richard Tyler: Australian-born, Los Angeles-based Richard Tyler is known for his impeccable tailoring and modern, elegant designs making him a favorite among discerning lovers of haute couture.

Diane von Furstenberg: Originally from Brussels, Diane von Furstenberg became a household name after selling more than five million of her signature wrap dresses.

Monique Lhuillier: Monique Lhuillier, who lives and works in Los Angeles, is best known for her bridal and evening dresses, which have attracted a devoted celebrity clientele with their very feminine, stylish feel.

Catherine Malandrino: A native of Grenoble, France, Catherine Malandrino creates rock-inspired looks that have earned a strong following of A-list scene-makers who appreciate her seductive designs.

"...it (the little black dress) ... goes from the office to a soiree by dressing it up or down with different heels and jewelry." —Diane Von Furstenberg

THE DESIGNERS (continued)

Alice Temperley: Alice Temperley's Temperley London is a showcase for her distinctly ladylike creations, which often employ pastel hues, vintage accents, and traditional beading and embroidery.

Betsey Johnson: Betsey Johnson's irreverent sensibility is as evident in her colorful public image as it is in her work, a playfully punk-inspired take on "girly" fashion that's been winning fans since the late '70s.

Bob Mackie: Hailed as "the sultan of sequins, the rajah of rhinestones," California native Bob Mackie upped the ante for celebrity glamour with his extravagant (sometimes outrageous) gowns that have gained him five Emmy Awards and an Oscar nomination.

Tracy Reese: Detroit-bred Tracy Reese worked as a designer for Perry Ellis and Martine Sitbon before launching her labels, Tracy Reese and plenty by Tracy Reese, both of which have advanced her timeless "feminine chic" style.

Trina Turk: Raised on California's cocktail-party bohemianism, Trina Turk has earned stellar reviews and a glittering clientele for her smart, urban update of the bold styles of the psychedelic era.

Louis Verdad: Hollywood celebrity favorite Louis Verdad works in the opulent tradition of Oscar de la Renta and Yves Saint Laurent, embracing an eclectic design philosophy that extends from much in-demand flowing satin gowns to tweed hot pants.



"I like to say if you're wearing a little black dress, you don't need me." —superstar stylist Phillip Bloch

"A woman always looks beautiful in a classic little black dress...because she feels confident." —Oscar de la Renta

ENTERTAINMENT

At **little black dress'** signature event, fashion is art, as a profusion of mannequins in extraordinary ebony frocks would attest—individual events have featured the work of more than 40 designers, each incarnation of the little black dress an emblem of the artist's singular vision. Patrons observe the forms as they would any visual or sculptural object.

As if this weren't diversion enough, music enhances the mood for the evening's festivities. Previous DJs have included Brit-pop purveyor Tim Burgess, of The Charlatans; Spinderella, of the Grammy Award-winning hip-hop outfit Salt-N-Pepa; Grammy-nominated funkateer Liza Richardson; New York's downtown doyenne Justine D.; and soulful deep-house keeper Marques Wyatt.

But what would such visual and aural stimulation be without the flavor and aroma of incomparable cuisine? Indeed, a delectable selection of hors d'oeuvres and desserts are passed throughout the gala. Champagne flows freely, and all manner of libations are served at the copiously stocked bar.



If you put a black dress on...you're never inappropriate—and you're never out of style." —Nicole Miller

ATTENDANCE

little black dress' annual gala draws not only fashion's finest but a who's who of celebrities and socialites, tastemakers and power-brokers, enormously influential figures in the fields of entertainment, media, sports, business, politics, philanthropy and the arts.

At past gatherings, this glamorous group has burst to more than 1,200. Industry insiders and VIPs are admitted by special invitation, though an extremely limited number of highly prized tickets are made available to the fortunate few with the connections required to secure them.

*"Clingy and swingy, it's (the perfect little black dress) flirty and fun
and with my twist, it feels really girly."
-Nanette Lepore*

MEDIA/PRESS

little black dress has become a bona fide media darling over the years, enjoying extensive coverage from local lifestyle publications to key trade papers to international magazines and electronic-media outlets. They include:

Access Hollywood
Allure
Angeleno
BBC
California Apparel News
CNN
Cosmopolitan
Daily Candy
Drapers
Elle
InStyle
In Touch
Item
KTLA Morning News
NY 1
Nylon
Los Angeles Magazine
Los Angeles Times
Lucky
New York Post
People
Rolling Stone
SOMA
Star
Style.com
Thread
Time
Us Weekly
Variety
Vogue
WB11 New York
WWD



"Scheherezade is easy. A little black dress is hard." —Coco Chanel

"It's elegant, but not too fancy. It's good for dressing up for dinner or cocktails and it's very sophisticated." -Elie Tahari

PARTNERSHIP OPPORTUNITIES

little black dress is proud to collaborate with select lifestyle brands in mutual support of its annual gala. Brands that complement the overall concept and design of little black dress are invited to showcase their products. Customized partnership opportunities include, but are in no way limited to:

PRESENTING PARTNERSHIP

The number of presenting partners is strictly limited to preserve exclusivity.

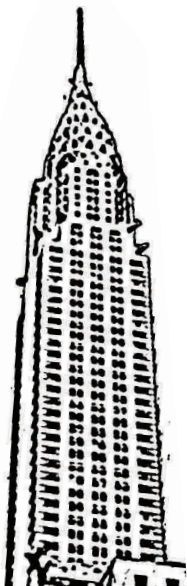
- Logo placement on pre-event materials, including invitations, press releases, flyers, evites and event website
- Full-page ad in event program book
- Web link to company site from event website and other digital communications, such as e-flyers
- Creative display and/or sampling platform during event
- Product placement in VIP gift bags
- VIP tickets to the event
- Product-category exclusivity
- First right of refusal for future events

SUPPORTING PARTNERSHIP

- Web link to company site from event website and other digital communications, such as e-flyers
- Creative display and/or sampling platform during event
- Product placement in VIP gift bags
- VIP tickets to the event

OTHER PARTNERSHIP POSSIBILITIES

As partnership opportunities are also available on an à la carte basis, sponsor participation is limited only by your imagination. Let us work with you to address the creative capital of your brand, your promotional needs and your budget.



"For me, the perfect little black dress is one that shows a lot of skin." —Catherine Malandrino

CONTACT INFORMATION

For more information about little black dress' signature event, please visit our website, www.lbdevents.com.

For partnership and other inquiries, please contact:

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