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News

For Immediate Release

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Tour de Fashion Rides into Fashion Week

Bicycles decked out by Diane von Furstenberg, Isaac Mizrahi and others to bring revelers from Fashion District to Fashion Week

New York, NY, (August 29, 2011) – During New York City's Fashion Week 2011, one of the hottest designer accessories won't be a handbag or stiletto. Instead, fashionistas will have the opportunity to borrow one of the 30 bicycles designed by fashion royalty including Diane von Furstenberg, Isaac Mizrahi, Betsey Johnson, Elie Tahari and others.

Titled "Tour de Fashion," the bicycle program was created by the Fashion Center Business Improvement District (BID) in an effort to highlight New York City's legendary Fashion District as the birthplace and epicenter of American fashion. The bicycles were built in New York City by Bowery Lane Bicycles.

"During Fashion Week, all eyes are on New York City, and there is no more appropriate occasion to highlight the wealth of talent and history we have right here in this neighborhood," said Barbara Randall, president of the Fashion Center BID. "Tour de Fashion is a spectacular and innovative celebration of the Fashion District as the home of American fashion."

The designer rides will be available at two docking stations, in the Fashion District at Broadway and 40th Street, and in the Meatpacking District at 9th Avenue and 14th Street. The bikes are free to borrow, and a credit card will be required for each to ensure its safe return.

Participating designers include Thom Browne, Stephen Burrows, Christian Cota, Doo.Ri, Diane von Furstenberg, Carlos Falchi, Prabal Gurung, Betsey Johnson, Gretchen Jones, Juicy Couture, Kaelen, The Lake and Stars, LIM College, Nanette Lepore, Nicole Miller,

Rebecca Minkoff, Isaac Mizrahi, Bibhu Mohapatra, NUMBER: Lab, Public School, RESTORE Clothing, Alice Ritter, Lela Rose, Sang A, Amrita Singh, T-Tech by Tumi, Elie Tahari, Rebecca Taylor, Patricia Underwood and Yeohlee.

“The Fashion District is where American fashion as we know it emerged from, spreading throughout the five boroughs and eventually across the country,” explained Randall. “The movement of these bikes will be symbolic of that very same movement.”

The bicycles will be available throughout Mercedes-Benz Fashion Week 2011, which runs from September 8 to 15. At the conclusion of Fashion Week, bikes will be auctioned through charitybuzz, with proceeds going to support CFDA’s {FASHION INCUBATOR} program, which helps emerging designers launch their lines.

About the Fashion Center Business Improvement District (BID)

The Fashion Center Business Improvement District (www.fashioncenter.com), a not-for-profit corporation, was established in 1993 to improve the quality of life and economic vitality of Manhattan’s Fashion District. Through programs in the areas of streetscape improvements, sanitation and public safety services, marketing and promotions, economic development, and community service, efforts are aimed at promoting the district as a strategic midtown business location and ensuring New York’s position as the fashion capital of the world.

About charitybuzz

A leader in cause marketing, charitybuzz (www.charitybuzz.com) aligns nonprofits with international brands and celebrity icons to raise funds through innovative online auctions. Featuring pop culture experiences, VIP events, luxury travel, fine art, couture fashion, coveted internships, upscale merchandise and rare memorabilia, charitybuzz brings its online community of socially conscious bidders exclusive opportunities to doGOOD and liveWELL. Since its launch, charitybuzz has raised more than \$50 million for charities around the globe. To learn more, please visit www.charitybuzz.com, email info@charitybuzz.com, fan us on facebook at www.facebook.com/charitybuzz or follow us on twitter at www.twitter.com/charitybuzz.

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