



### Hepburn, *Harper's Bazaar* and UNICEF:

"I can testify to what UNICEF means to children, because I was among those who received food and medical relief right after World War II. I have a long-lasting gratitude and trust for what UNICEF does." Audrey Hepburn

Audrey Hepburn served as Goodwill Ambassador for UNICEF from 1988 until her untimely death in January 1993. Through her work with UNICEF, she used her image and the great interest people had in her to attract world attention to her cause. Hepburn made a series of UNICEF field trips, training programs for women in Venezuela, projects for children living and working on the street in Ecuador, projects to provide drinking water in Guatemala and Honduras and radio literacy projects in El Salvador. She saw schools in Bangladesh, projects for impoverished children in Thailand, nutrition projects in Viet Nam and camps for displaced children in Sudan. This is why *Harper's Bazaar* will be paying tribute to not only a fashion and film icon but also a woman that brought change and hope to those in immense need. (Source: [unicefusa.org](http://unicefusa.org))



HARPER'S BAZAAR INVITES YOU TO CELEBRATE

# A NIGHT WITH AUDREY

— TRIBUTE TO A LEGENDARY GOODWILL UNICEF AMBASSADOR —

FEATURING A PRESENTATION OF THE FALL/WINTER 2013 COLLECTIONS OF:

GIORGIO ARMANI • EVA FRANCO • AIDAN MATTOX  
LAUREN MOFFATT • BCBG MAX AZRIA


HOSTED BY:  
SARAH JESSICA PARKER  
(UNICEF AMBASSADOR)

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FEBRUARY 8, 2013  
8 PM - 11 PM  
COCKTAILS AND LIGHTS AT 8:30 PM

THE NORTH PAVILION | 125 WEST 18TH STREET | NYC 10011  
KINDLY RESPOND TO 212.634.9919

100% OF ALL DONATIONS WILL GO TO UNICEF



— HEPBURN, HARPER'S BAZAAR AND UNICEF: —

“I can testify to what UNICEF means to children, because I was among those who received food and medical relief right after World War II. I have a long-lasting gratitude and trust for what UNICEF does.”

- AUDREY HEPBURN -

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Audrey served as Goodwill Ambassador for UNICEF from 1988 until her untimely death in January 1993. Through her work with UNICEF, she used her image and the great interest people had in her to attract world attention to her cause. Harper's Bazaar will be paying tribute to not only a fashion and film icon but also a woman that brought change and hope to those in immense need.

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SPONSORS

UNICEF has the honor of being part of the charitable works of the following corporate partnerships:

GIORGIO ARMANI      Microsoft®  
MAC      JPMorganChase

## Venue & budget

**Note:** Bryan Park in Manhattan during fashion week can easily run up to \$50,000-\$75,000. The Metropolitan Pavilion is located near Bryan Park area in Chelsea; therefore this would be the budget for running all production costs for the event.

### The Metropolitan Pavilion

Address: 125 West 18th Street NYC 10011

- 30,000 square feet
- Coat checks
- Green rooms
- Catering and bar services
- 700 amps +/- electrical
- Adjacent parking
- Private lobby entrances



### Seating Arrangements and Layout



## Event relations and promotion:

Press releases  
Social media  
Press registrations  
Media Outreach

## Model Casting:

Model casting calls will be completed through in-house and approval of *Harper's Bazaar*.

- All models must showcase a healthy body image
  - Giorgio Armani was the first designer to ban models below the body mass index under 18.
- 5'7 or taller
- A total of 20 models will be needed.
  - Each segment will consist of ten models, as each segment gets completed each model has approximately 6-8 minutes to change onto the next outfit and be back in line for the next segment.

## Guests:

An extended invitation will be given to UNICEF Ambassadors and supporters.

Some of them will include:

Serena Williams, Mia Farrow, Alyssa Milano, Orlando Bloom, Miranda Kerr, Téa Leoni, Selena Gomez, Lenny Kravitz, Katie Couric, Isabella Rosellini, Liv Tyler, Joel Madden, Nicole Richie, David Beckham. Among many more!

Fashion reporters  
Special press invites  
Buyers (viewing designer wear)

## Rehearsals:

- Dress rehearsal will be three days before, last and final fittings (subject to change)
- Full run through of outfits and production (Music, lights and sound)

*Premium Bar*

*Liquors*

*Absolut Vodka ~ Ketel One Vodka ~ Beefeater Gin ~ Bombay Sapphire ~  
Johnnie Walker 12yr Scotch ~ Dewar's Scotch ~ Seagram's Crown Royal ~  
Seagram's 7 ~ Jack Daniel's ~ Bacardi Rum ~ Jose Cuervo Gold  
Tequila ~ Ciroc*

*Cordials*

*Remy Martin V.S.O.P. ~ Hennessy V.S. ~ Cointreau ~ Sambuca Romano  
Baileys Irish Cream ~ Amaretto Di Saronno*

*Premium Wines*

*Kendall-Jackson Vintner's Reserve Cabernet Sauvignon ~ Kendall-Jackson  
Vintner's ~ Reserve Chardonnay*

*Champagne*

*Grand Laurent, Blanc De Blanc, Brut NV*

*Beers*

*Bass Ale ~ Peroni ~ Heineken ~ Amstel Light ~ Budweiser ~ Coors Light*

*Sodas*

*Coke ~ Diet Coke ~ Sprite ~ Ginger Ale ~ Soda & Tonic Water*

*Juices & Water*

*Tropicana Cranberry ~ Tropicana Orange ~ Tropicana Ruby Red  
Grapefruit ~ Bottled Spring Water (Sparkling & Non Sparkling)*

*Hors D'oeuvres*

*Caviar Cones*  
*Caviar and Mascarpone in Buttery Cone*

*Lobster Crepes*  
*Lobster Mango and Basil Syrup in Buttery Crepe*

*Raw Tuna and Wasabi Pizette*  
*On Crispy Lavash, Shaved Scallions and Daikon*

*Artichoke Fondue*  
*Filled in an Oregano-Pistachio Puff*

*Lemongrass shrimp*  
*Fresh plum sauce, wonton crisp*

*Roquefort*  
*Cippolini and dried strawberry compote, rosemary focaccia crisp*

*Filet mignon au poivre*  
*Poppy seed tartlet, peppered soubise*

*Dessert*

*Chocolate truffle cake*

*Crème Brulee Phyllo Napoleon*

*Mascarpone Vanilla Panna Cotta*

*Exotic Fruit Salad*

*White Chocolate Banana Tart*

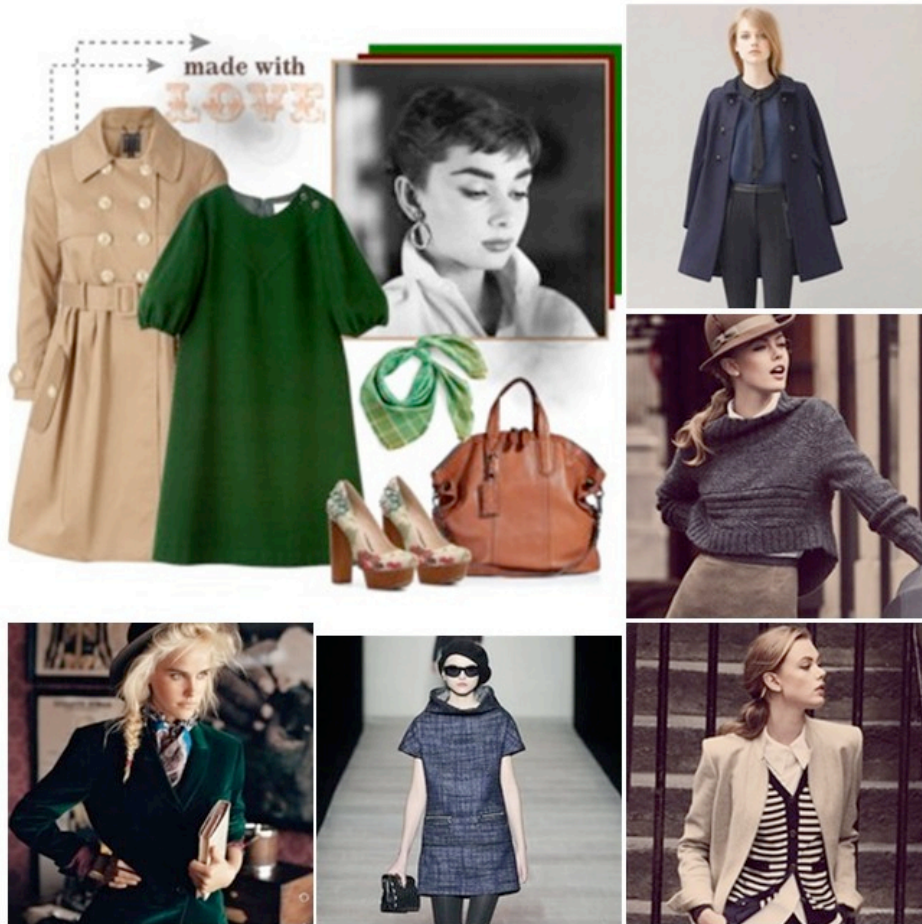


Theme and Clothes  
*Movie: Breakfast at Tiffany's*  
Segment- The Classics



Black lace, black chiffon, black on metallics, black sheer, black on whites.

*Movie: Funny Face*  
Segment- NYC Street Style



Grey scale, muted blues, tie wear, knitted sweaters, trench coats, blazers, crop sweaters, cigarette pants, trench coats, chambray, wools, dark velvets.

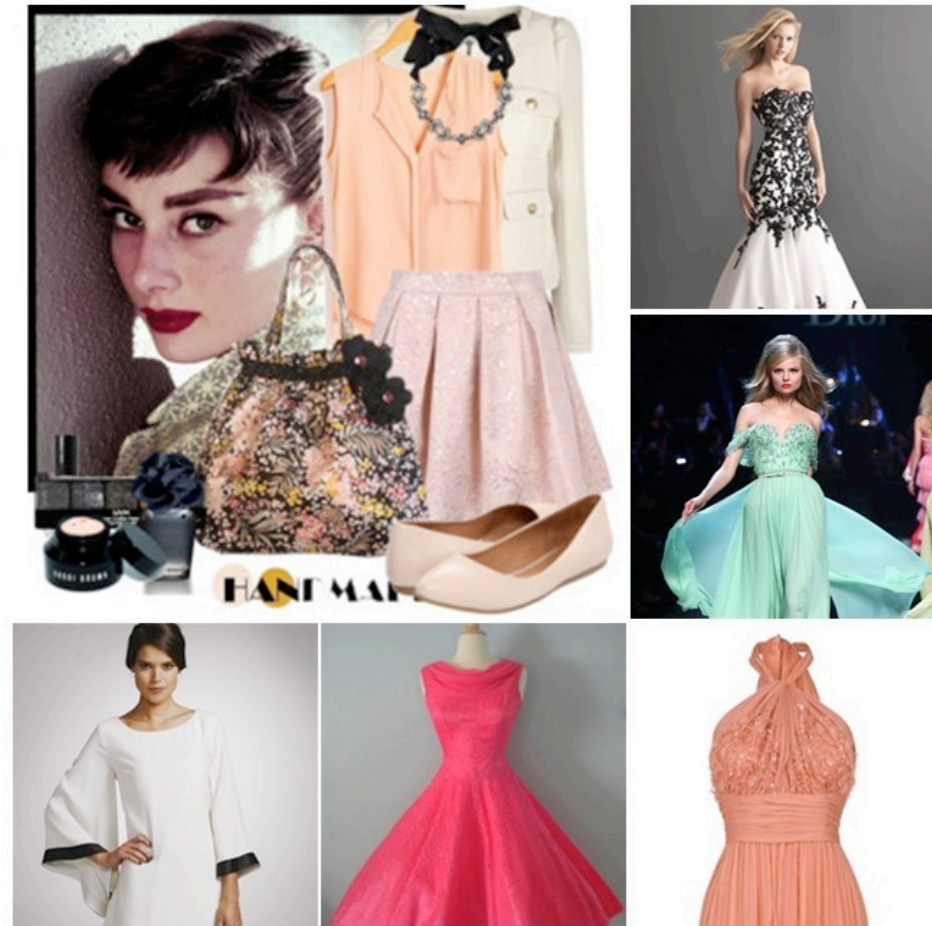


Movie: *Two for the Road*  
Segment- *L.A. Rama*



Nautical, bold colors, bright sheers, geometric/abstract shapes, blunts cuts, color blocking.

Movie: *My Fair Lady*  
Segment- Pretty in Pink



Florals, off-whites, lace appliques, soft pinks, white/ pastel color laces, pink chiffon and soft metallics.

## Runway schedule and execution

Runway schedule walk and execution sheet

Breakfast at Tiffany's		NYC StreetStyle		
Model 1	Armani	Model 1	Moffat	
Model 2	Armani	Model 2	Moffat	
Model 3	Armani	Model 3	Moffat	
Model 4	Armani	Model 4	Moffat	
Model 5	Eva Franco	Model 5	BCBG	
Model 6	Eva Franco	Model 6	BCBG	
Model 7	Eva Franco	Model 7	Armani	
Model 8	BCBG	Model 8	Armani	
Model 9	BCBG	Model 9	Aiden Mattox	
Model 10	Aiden Mattox	Model 10	Aiden Mattox	
Pretty in Pink		L.A Rama		
Model 1	Eva Franco	Model 1	BCBG	
Model 2	Eva Franco	Model 2	BCBG	
Model 3	Eva Franco	Model 3	BCBG	
Model 4	Aiden Mattox	Model 4	Moffat	
Model 5	Aiden Mattox	Model 5	Moffat	
Model 6	BCBG	Model 6	Moffat	
Model 7	BCBG	Model 7	Armani	
Model 8	Armani	Model 8	Eva Franco	
Model 9	Armani	Model 9	Aiden Mattox	
Model 10	Armani	Model 10	Aiden Mattox	
Designer walk:				
Giorgio Armani				
Eva Franco				
BCBG				
Lauren Moffat				
Aiden Mattox				

## Visual Projections

Visuals will consist of movie clips segments that have inspired each segment

-Closing with designer walk-

Donations to UNICEF:

Board of directors for the U.S UNICEF fund will be in attendance, speaking on behalf of UNICEF and the current affairs and projects of the organization. All donations given will be accepted through them.

Board of Directors

Andrew D. Beer

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