

Jeffrey

fashion cares
2018

WHERE FASHION & FUNDRAISING UNITE

Established in 1992 by arbiter of style and community leader Jeffrey Kalinsky, Jeffrey Fashion Cares Atlanta/New York has raised over \$12 million for such causes as the Atlanta AIDS Fund and Susan G. Komen Greater Atlanta. On average, \$0.89 of every dollar raised at the sold-out event goes directly to these organizations.

The official kick-off of the fall social season in Atlanta, Jeffrey Fashion Cares draws a diverse spectrum of over 700 influential, trendsetting attendees involved in such industries as entertainment, fashion, business, technology and media.

WHO

You and 700+ of the most fashionable, philanthropic Atlantans including celebrities, socialites, fashion industry executives and members of the media.

WHAT

Celebrating 26 years of THE Fashion Fundraiser of the Season! The night includes a cocktail reception, silent and live auction, and runway show.

WHEN

August 27, 2018
6 p.m. | Platinum Reception
6:30 p.m. | Media Reception
7 p.m. | Cocktail Reception/Silent Auction
8:30 p.m. | Live Auction
9 p.m. | Runway Fashion Show

WHERE

Phipps Plaza
3500 Peachtree Road
Atlanta, Georgia 30326

WEAR

Selections from Jeffrey's Fall/Winter Collection featuring looks from high-end designers such as Celine, Christian Dior, Givenchy, Calvin Klein, Sacai, Dries Van Noten, Saint Laurent Paris, Balenciaga, Christian Louboutin and Manolo Blahnik.

WHY

The proceeds benefit the Atlanta AIDS Fund and Susan G. Komen Greater Atlanta.



The Atlanta AIDS Fund

is a collaborative funding partnership between the Community Foundation for Greater Atlanta, United Way of Metropolitan Atlanta, Jeffrey Fashion Cares, Allen Thornell HIV Care and Service Fund, and individual donors. Since its inception in 1991, the AIDS Fund has awarded more than \$11 million in grants to support metro Atlanta's HIV/AIDS advocacy, prevention education and service efforts through funding and leadership.

Nearly \$2.7 million in funding over 10 years equates to 9,000 weeks of meals for people receiving food assistance and nutrition education to support healthy living; education and prevention programs for 25,000 people in at-risk populations and 36,000 free HIV tests which include counseling and referrals to appropriate community resources.

**[www.cfgreateratlanta.org/
atlanta-aids-fund](http://www.cfgreateratlanta.org/atlanta-aids-fund)**

Susan G. Komen Greater Atlanta

More women die of breast cancer in metro Atlanta when compared to the United States as a whole. And that has to change. Since 1991, Komen Atlanta has been fighting breast cancer on two fronts – here at home by providing breast cancer services for those who could not otherwise afford them, and globally by funding cutting-edge breast cancer research to find the cures.

To date, Jeffrey Fashion Cares has invested more than \$3.7 million in Komen Atlanta's work, getting us one step closer to our Bold Goal to reduce breast cancer mortality by 50% by the year 2026.

www.komenatlanta.org

For more information on how you can get involved, please contact:

**atlanta@jeffreymfashioncares.com
or call 404.420.2997**

For additional event information & tickets:
jeffreymfashioncares.com



Photographs by Ben Rose Photography