



**Salvatore Ferragamo**  
**October 16th: New York, NY**

Getting noticed means not only being smart, but dressing smartly. This was obviously the mantra of the stylish women of The Financial Women's Association, who filled Salvatore Ferragamo's Fifth Avenue flagship for an evening of business, fashion—and of course—shopping!

Guests were treated to presentations by Ferragamo's Vice President of Marketing Dana Gers and Harper's Bazaar Executive Fashion and Beauty Editor Avril Graham. Adding to the excitement, Ferragamo offered signature scarves, valued at \$250, to anyone purchasing \$500 or more that evening. A portion of the evening's proceeds benefited the Financial Women's Association Education Fund.

1. Renee Moskowitz, Harper's Bazaar's executive director of fashion/luxury sales; Dana Gers Salvatore Ferragamo's vice president of marketing; Avril Graham, Harper's Bazaar's executive fashion and beauty editor and Kristina Buckley, Salvatore Ferragamo's public relations and special events manager.
2. Avril Graham, Harper's Bazaar's executive fashion and beauty editor presenting the fall trends.