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[HRC Daily File] September 19, 1994

2014-0483-S

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RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
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- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
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9/19/94

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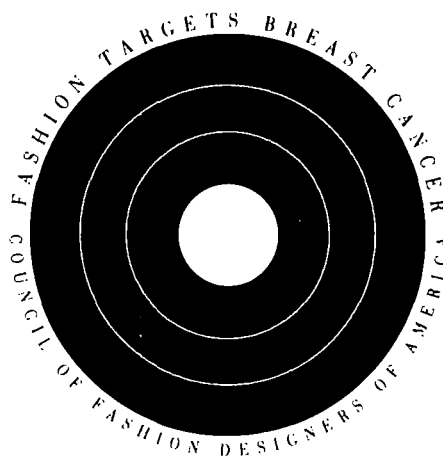
\$35



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TONY STAFFIERI
President

For immediate release
September 1994



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THE AMERICAN FASHION INDUSTRY
RESPONDS TO THE BREAST CANCER CRISIS
WITH A NATIONAL FUNDRAISING CAMPAIGN

Fashion Targets Breast Cancer

NEW YORK -- Responding to the staggering statistic that one in nine women will develop breast cancer during her lifetime, the **CFDA Foundation, Inc.**, on behalf of the **Council of Fashion Designers of America (CFDA)**, whose membership includes 200 of America's foremost fashion designers, has formed a partnership with leading U.S. retailers to raise substantial funds to find a cure for breast cancer. The centerpiece of this initiative is the sale of 400,000 limited edition ***Fashion Targets Breast Cancer*** T-shirts, which will go on sale in October 1994 -- *National Breast Cancer Awareness Month*.

CFDA's ***Fashion Targets Breast Cancer*** campaign has already received widescale support from the industry-at-large and the government, including a reception at the White House on September 19, hosted by Mrs. Clinton to honor the fashion industry and kick off the ***Fashion Targets Breast Cancer*** campaign.

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The program is chaired by **Ralph Lauren** and co-chaired by **Oscar de la Renta**, **Louis Dell'Olio** and **Donna Karan**. *"This is an industry-wide initiative conceived to bring the extraordinary forces of designers, retailers and consumers together in a united effort to raise funds for research,"* observed **Stan Herman**, President of CFDA.

The ***Fashion Targets Breast Cancer*** initiative began in 1993 when a group of leading American fashion designers -- who would later go on to chair this endeavor -- began discussions about how the fashion industry could respond to the increasing incidence of breast cancer. *"We set out to rally the resources, expertise, talent and know-how of the fashion industry to raise consciousness about breast cancer and funds for much-needed research,"* noted **Ralph Lauren**. The founding committee chose a simple yet powerful concept -- the sale of a limited edition T-shirt with a distinctive, eye-catching logo. The bull's eye design features concentric circles of alternating shades of blue with a white center, underscoring the campaign theme: ***Fashion Targets Breast Cancer***.

The concept and initial mockups of the T-shirt were presented to retailers in early 1994. By spring, CFDA had received commitments for 400,000 T-shirts to be sold in approximately 2,000 store locations.

"We were delighted by the positive response we received from retailers," said Ralph Lauren, *"and we're counting on their enthusiasm being contagious. Breast cancer is not just a women's issue -- it affects all of us, the brothers, fathers, husbands, children and friends of the women who are dealing with this dreaded disease. We must all take a stand now to support this important cause."*

Proceeds from the sale of each T-shirt will benefit the **Nina Hyde Center for Breast Cancer Research**, part of Georgetown University's Vincent T. Lombardi Cancer Research Center and named in memory of the late fashion editor of the *Washington Post*, who died of breast cancer in 1990. The \$15 retail price of the shirt includes a \$5 direct donation to the Nina Hyde Center, which will be presented by the CFDA Foundation.

Extensive promotional and advertising campaigns have been planned to support ***Fashion Targets Breast Cancer***. **Evian Natural Spring Water**, the leading bottled water worldwide, is providing major underwriting for the communications program, which will build awareness about breast cancer on a national scale. *"With CFDA and Evian Natural Spring Water working together, we can really make a difference in the fight against breast cancer,"* noted **Mark Rodriguez**, Chairman and CEO of Great Brands of Europe, the exclusive importer of Evian. *"Every T-shirt purchase brings us a little bit closer to our target of finding a cure."*

Press kit stationery and materials have been printed courtesy of **Pantone, Inc.**, developers of the PANTONE TEXTILE Color System. In addition, **Fabien Baron** and his prestigious firm of Baron & Baron have designed (*pro bono*) an upbeat advertising campaign featuring some of America's most celebrated models, including **Naomi Campbell, Cindy Crawford, Linda Evangelista, Kate Moss, Jamie Rishar, Claudia Schiffer, Shalom** and **Christy Turlington**, outfitted in ***Fashion Targets Breast Cancer*** T-shirts and photographed by leading photographers -- **Walter Chin, Patrick Demarchelier, Arthur Elgort, John Hubba** and **Andrew Macpherson**. Dozens of consumer magazines have already committed complimentary advertising space to the campaign, and ads will be appearing throughout

September, October and November -- raising public awareness about breast cancer and generating T-shirt sales.

In-store sales will be supported with a lively and colorful video at point-of-purchase, featuring leading American fashion designers and models sharing their views on the breast cancer initiative. In addition, retail efforts will be supported by elegant visual merchandising materials, including posters, display toppers, counter cards and a distinctive hangtag.

*"Individual CFDA members are responding with extraordinary generosity and commitment," observed **Fern Mallis**, Executive Director of CFDA. "Many designers are planning to tie this promotion into their trunk shows or personal appearances. Others are planning parties, calling retailers to encourage large window displays, or offering to include this material in their own press initiatives -- the list, the goodwill and the concern are a constant source of inspiration to all of us."*

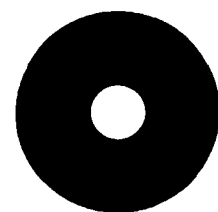
In addition to the formal launch of this campaign on September 19, other highlights include:

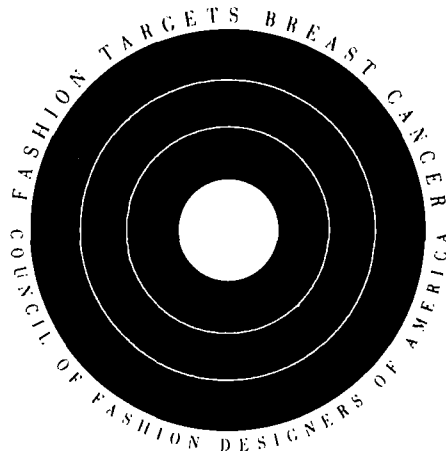
- ◆ Formal press briefing at the Nina Hyde Center on September 20.
- ◆ Window display at Macy's.
- ◆ Dozens of two-page four-color public service ads in magazines such as *Cosmopolitan*, *Elle*, *Esquire*, *Harper's Bazaar*, *People*, *Playboy*, *Vanity Fair* and *Vogue*. (Complete list available on request.)

FASHION TARGETS BREAST CANCER.

JOIN AMERICA'S LEADING
FASHION DESIGNERS IN
FINDING A CURE FOR THE
DISEASE THAT STRIKES ONE
AMERICAN WOMAN IN NINE.
YOUR PURCHASE OF THIS LIMITED
EDITION BULL'S-EYE T-SHIRT WILL
RAISE FUNDS FOR THE NINA HYDE
CENTER FOR BREAST CANCER RESEARCH.

ABRAHAM & STRAUS, BACONS, BELK, BLOOMINGDALE'S,
BON MARCHE, BULLOCK'S, BURDINES, CASTNER KNOTT CO.,
DAYTON'S, DE LENDRECIES, DILLARD'S, ELDER BEERMAN,
FILENE'S, GAYFERS, GLASS BLOCK, HECHT'S, HENNESSYS,
HUDSON'S, I. MAGNIN, JACOBSON'S, JOSLINS, J.B. WHITE,
LAZARUS, LIBERTY HOUSE, LION, LORD & TAYLOR, MACY'S,
MAISON BLANCHE, MARSHALL FIELD'S, MC ALPIN'S, MC RAE'S,
NEIMAN MARCUS, NORDSTROM, PARISIAN, PROFFITT'S, RICH'S, ROOTS,
SAKS FIFTH AVENUE, STERN'S, STONE & THOMAS, STRAWBRIDGE & CLOTHIER,
THE BROADWAY, THE JONES STORE CO., WEINSTOCK'S, WOODWARD & LOTHROP, YOUNKERS





Fashion Targets Breast Cancer

FACTS & STATISTICS ABOUT BREAST CANCER

- ◆ One in nine women will develop breast cancer.
- ◆ Breast cancer is the most common form of cancer in women in the United States. It is the leading cause of death for women between the ages of 35-54.
- ◆ In 1994, an estimated 182,000 new cases of breast cancer will be diagnosed in the U.S., and the disease will claim the lives of approximately 46,000 women.
- ◆ Every woman is at risk for breast cancer. A woman's risk increases as she ages, if she has a family history of breast cancer, if she started menstruation early, if she has children after the age of 30, or if she has never had children. Only 5-10 percent of breast cancer is genetically linked.
- ◆ Most breast cancer is detected by women themselves through self-examination. Regular breast examinations by a medical professional are a required complement to mammography and monthly breast self-examination (BSE).
- ◆ Breast cancer incidence increases with age, rising sharply after age 40. Eighty percent of all breast cancer occurs in women over 50.
- ◆ Early detection is now the best means for surviving breast cancer. All women should do monthly breast self-examination. The American Cancer Society guidelines recommend that women begin mammography screening at the age of 40 and annually after the age of 50.

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- ◆ If detected early, breast cancer can be treated effectively while still in the localized stage. The five-year survival rate for localized breast cancer has risen from 78 percent in 1940 to 93 percent in 1994 due to early detection and improved treatments.
- ◆ If all women followed the recommended screening guidelines, the breast cancer mortality rate would decrease by 30 percent.
- ◆ More than 1.7 million breast cancer survivors are alive in America today. The cause of breast cancer and its cure remain undiscovered.

- END -



Current for 1994

COUNCIL OF FASHION DESIGNERS OF AMERICA

CFDA Foundation, Inc., on behalf of the **Council of Fashion Designers of America (CFDA)**, is a not-for-profit organization representing approximately two hundred of America's foremost fashion designers. CFDA membership is by invitation, and new candidates recommended by two current members are voted in by the Board of Directors annually. Founded in 1962, its goals are *"to further the position of fashion design as a recognized branch of American art and culture, to advance its artistic and professional standards, to establish and maintain a code of ethics and practices of mutual benefit in professional, public and trade relations, and to promote and improve public understanding and appreciation of the fashion arts through leadership in quality and taste."*

The CFDA made fashion history in the spring of 1993 when it established *7th on Sixth*, a new not-for-profit company to organize and centralize the runway fashion shows of America's leading designers. For the first time ever, over 60 designers showed in one central location -- two large tents in Bryant Park and the New York Public Library. With the financial support of such corporate sponsors as Evian, Cadillac, Clairol, *Elle*, Godiva Liqueur, *Harper's Bazaar*, the *New York Times Magazine*, Pantone, Prescriptives, *Town & Country* and *Vogue*, the cost of producing these shows was greatly reduced. Designers from Calvin Klein, Donna Karan and Ralph Lauren to newcomers like Han Feng and Kenneth Richard presented their collections to the world press and buyers in a sophisticated, state-of-the-art, world-class venue, finally putting them on par with their counterparts in Paris and Milan.

Recognized for its philanthropic efforts, the CFDA Foundation is currently spearheading a national public awareness and fundraising initiative, entitled ***Fashion Targets Breast Cancer***, in partnership with America's premier retailers. The goal of the program is twofold: to increase public awareness about breast cancer and to raise substantial funds for much-needed research. The cornerstone of this initiative is the sale of 400,000 limited edition T-shirts during *National Breast Cancer Awareness Month* in October of 1994. The T-shirt, featuring a distinctive bull's eye target, will retail for \$15, and \$5 from the sale of each shirt will benefit the Nina Hyde Center for Breast Cancer Research, part of Georgetown University Medical Center's Vincent T. Lombardi Cancer Research Center. Chaired by Ralph Lauren, with co-chairs Oscar de la Renta, Louis Dell'Olio and Donna Karan, ***Fashion Targets Breast Cancer*** rallies the talents, resources and creativity of designers, retailers, supermodels and photographers in an industry-wide effort to convey the urgency of the breast cancer message.

- more -

CFDA FOUNDATION
1412 BROADWAY
NEW YORK, NEW YORK 10018
TEL 212 302.1821
FAX 212.768.0515

In the fall of 1990, the CFDA, in conjunction with *Vogue* Magazine, created the unprecedented *Seventh on Sale* and raised \$4,200,000 for the New York City AIDS Fund to distribute to AIDS care, services, advocacy and housing programs. An extravaganza of fashion bargains, *Seventh on Sale* was a mini-department store for four days with all the merchandise donated by CFDA members. Every major New York retailer participated, along with thousands of volunteers, and the event was attended by over 15,000 people. *Seventh on Sale*/San Francisco at the Fashion Center/SF in September 1992 brought the same energy, enthusiasm and style to the "city by the bay" and raised \$2.6 million for DIFFA to distribute to San Francisco and Bay Area AIDS organizations. Over 50 CFDA designers from New York came to sell and celebrate with their West Coast colleagues as well as a host of celebrities. The CFDA Foundation, once again with *Vogue* Magazine, will bring *Seventh on Sale* back to New York City in the spring of 1995.

In its efforts to recognize the outstanding contributions made to American fashion by individuals from all areas of the arts and industry, the CFDA hosts an annual awards dinner and presentation. In addition to *Menswear and Womenswear Designers of the Year*, winners have been selected from such varied fields as publishing, retailing, photography, accessories and entertainment. The CFDA also presents *Lifetime Achievement Awards* to individuals who have made an outstanding contribution to American fashion over their lifetimes. Recipients of the award have included James Galanos, Katharine Hepburn, Ralph Lauren, Martha Graham, Horst, Calvin Klein and Pauline Trigere. The CFDA Awards are the most prestigious fashion awards in existence.

The CFDA Foundation is recognized for its contributions to cultural and educational programs. Since its inception, the CFDA has made major strides in achieving recognition for American fashion here in the United States and abroad.

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FASHION TARGETS BREAST CANCER
an initiative of the
Council of Fashion Designers of America (CFDA)

NAOMI CAMPBELL photo by Patrick Demarchelier



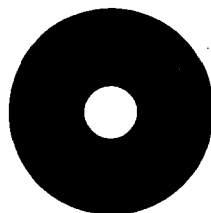
LINDA EVANGELISTA

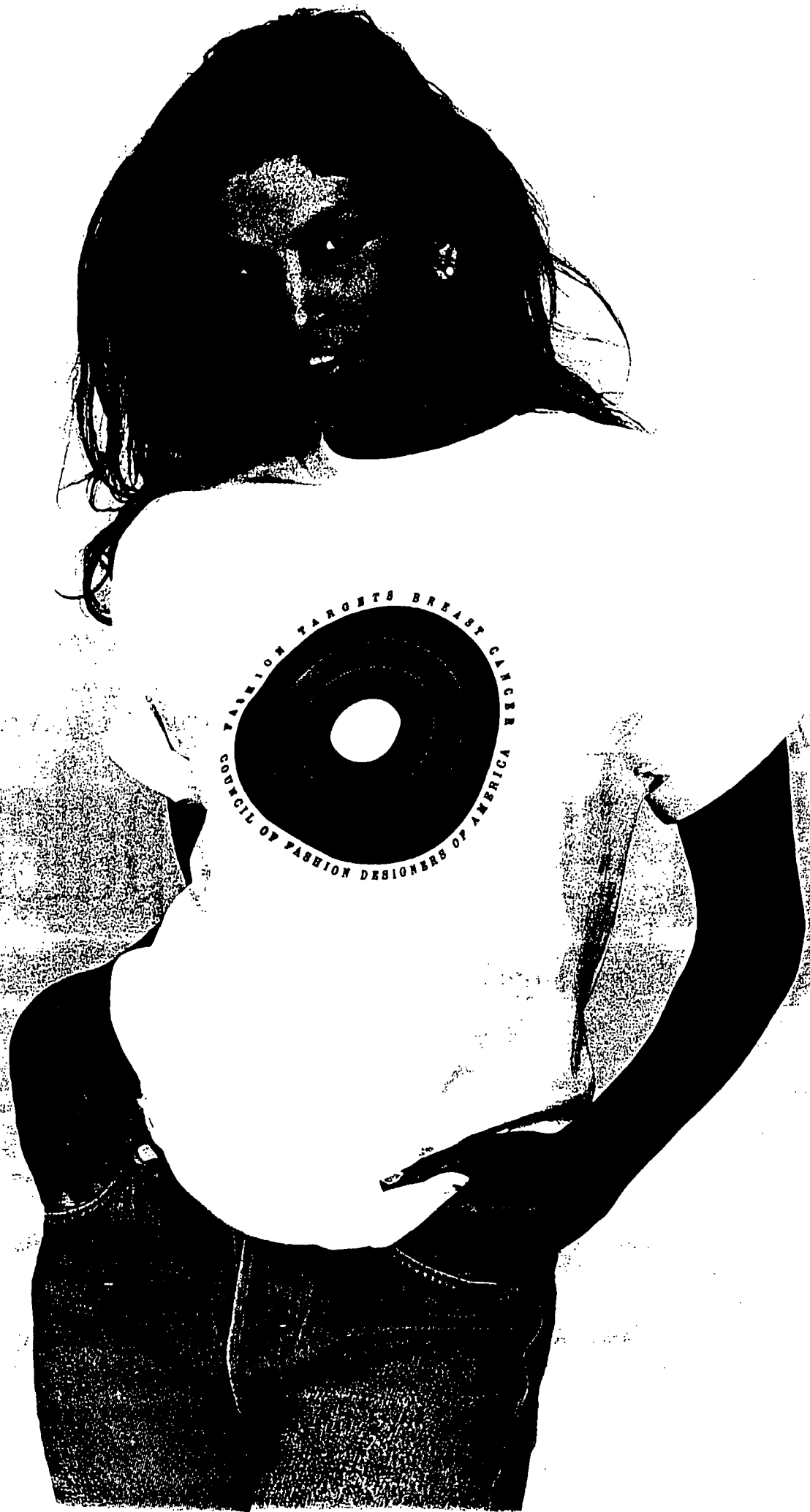


For further information please contact:
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Please ask for John, Rae or Shelley.

FASHION TARGETS BREAST CANCER.

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FINDING A CURE FOR THE
DISEASE THAT STRIKES ONE
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YOUR PURCHASE OF THIS LIMITED
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ABRAHAM & STRAUS, BACONS, BERGDORF
GOODMAN, BLOOMINGDALE'S, BON MARCHE, BULLOCK'S,
BURDINES, CASTNER KNOTT CO., DAYTON'S, DE LENDRECIES,
DILLARD'S, EMPORIUM, FILENE'S, GAYFERS, GLASS BLOCK, HECHT'S,
HENNESSYS, HUDSON'S, I. MAGNIN, JOSLINS, J.B. WHITE, LAZARUS, LION,
LORD & TAYLOR, MACY'S, MAISON BLANCHE, MARSHALL FIELD'S, MC ALPIN'S,
MC RAE'S, NEIMAN MARCUS, NORDSTROM, PARISIAN, POLO RALPH LAUREN,
PROFFITT'S, RICH'S, ROOTS, SAKS FIFTH AVENUE, STERN'S, STONE & THOMAS,
THE BROADWAY, THE JONES STORE CO., WEINSTOCK'S, WOODWARD & LOTHROP, YOUNKERS





Fashion Targets Breast Cancer

What CFDA Members Have to Say About Breast Cancer

As of September 6, 1994

Initiative Leadership

"Breast cancer is not just a women's issue -- it affects all of us, the brothers, fathers, husbands, children and friends of the women who are dealing with this dreaded disease. We must all take a stand now to support this important cause."

-- Ralph Lauren, Chairman

*"Breast cancer is a disease that can touch all of our families. The **Fashion Targets Breast Cancer** initiative hopefully will provide the turning point for finding the cure!"*

-- Louis Dell'Olio, Co-chair

"It's such a natural thing for the Council of Fashion Designers of America to get involved in an issue as important as breast cancer. Every woman, every man and every child should have a T-shirt -- because with your help, we're going to save hundreds of thousands of lives."

-- Oscar de la Renta, Co-chair

*"Fashion is all about creating an image -- but the truth is, how a woman feels about herself sensually and spirituality comes from inside. Fashion just helps the outside. The **Fashion Targets Breast Cancer** initiative gives the fashion industry a chance to help women on the inside -- and it's that kind of activity that makes me very proud to co-chair this worthwhile endeavor."*

-- Donna Karan, Co-chair

"Breast Cancer is an issue that touches us all. The possibility of a cure is fast becoming a reality. I am proud of CFDA's fundraising commitment to help find that cure and achieve that reality."

-- Stan Herman, President, CFDA

Campaign Underwriter

"With CFDA and Evian Natural Spring Water working together, we can really make a difference in the fight against breast cancer. Every T-shirt purchase brings us a little bit closer to our target of finding a cure for breast cancer."

**-- Mark Rodriguez, Chairman and CEO
GREAT BRANDS OF EUROPE,
EXCLUSIVE IMPORTER OF EVIAN**

CFDA Membership

*"I lost my mother to breast cancer twenty-two years ago. I honestly believe that she could have survived her struggle if today's treatment and technology had been available to her. It causes me profound sadness that my mother was never able to share in her son's achievements and, even more, that she will never know the two beautiful granddaughters she ultimately had. Through its support of research, **Fashion Targets Breast Cancer** will help more women to live longer, fuller lives, to experience more of those moments of joy that we so often take for granted."*

-- Joseph Abboud, JOSEPH ABOUD

"It is imperative that the fashion community leads the fight against breast cancer in the form of raising funds as well as the awareness of the public."

-- Victor Alfaro, VICTOR ALFARO

"Breast cancer touches every woman's life, whether it attacks a mother, daughter, sister, friend, coworker or wife. As an industry intimately involved in women's lives, it touches us as well, and we applaud the CFDA for its efforts in organizing fashion companies."

-- Linda Allard, ELLEN TRACY

"It is sad to say that, like myself, so many men and women have been affected personally by the pain and devastation of breast cancer. My grandmother, your wife, her sister, our customers. We in the fashion industry know this and are acting to help."

-- Carolina Amato, CAROLINA AMATO

"As CFDA members, our strength as a group will be used to focus on and empower the fashion audience we reach -- to maximize their awareness of what each and all of them can do to fight breast cancer."

-- James Arpad, JAMES ARPAD

"I challenge you to find one person who hasn't had someone close to them -- a mother, sister, wife, friend -- who has been victimized by breast cancer. This is a disease whose statistics continue to affect more women at younger ages. Any endeavor that will directly benefit research and treatment is something I and everyone in my company will actively support."

-- Bradley Bayou, BRADLEY BAYOU

"This is a very important cause that we support wholeheartedly. Health issues need to be at the forefront of this world's agenda to ensure a healthy tomorrow for everyone. Take action into your own hands. Educate yourself by going for regular examinations. You can save your own life and the lives of others."

-- Barry Bricken, BARRY BRICKEN

*"My personal view about **Fashion Targets Breast Cancer** is that this focus is needed to educate the public and make them aware of the progress that has been made and the ignorance that still remains*

- more -

about this disease.

My family has been touched twice by this cancer. In both cases, the victims survived. Both survivors underwent radical surgery, which perhaps could have been avoided if research was as diligent as today and education had been provided.

*There has to be more emphasis placed on the what, why and how of this cancer. **Fashion Targets Breast Cancer** can certainly keep this urgency and public awareness in focus."*

-- Salvatore Cesarani, CESARANI

"Breast cancer is a human issue. It affects us all. Women most directly -- and the men and children in their lives. This is a critical time in research when scientists are nearing the discovery of the gene. All of us at Nautica look forward to the development of improved diagnosis and treatments and the day of total cure."

-- David Chu, NAUTICA

"My mother was diagnosed with breast cancer when I was in junior high school. Early detection and her decision to receive a double mastectomy gave my family the blessing of her continued companionship. Today, she is a strong and supportive companion to my father, who is courageously waging his own battle against cancer."

-- Robert Comstock, THE COMSTOCK LOAD

"One of the most satisfying aspects of belonging to the CFDA is our collective ability as a membership to contribute significantly to important causes.

Clearly, we are in a unique position to bring attention to the increasing rate of breast cancer -- as well as the need for early detection -- and it is our obligation to assist in funding extensive research.

Having personally devoted time in the past to this cause, it is particularly satisfying to continue this effort under the CFDA leadership."

-- Angela Cummings, ANGELA CUMMINGS

*"During recent years, great strides have been made by researchers in helping to determine the best possible treatment for women with breast cancer. Despite this progress, much more has to be accomplished, requiring significant funding. We at Pamela Dennis are dedicated to supporting the **Fashion Targets Breast Cancer** initiative."*

-- Pamela Dennis, PAMELA DENNIS Inc.

"My work is dedicated to women, to making them look and feel beautiful. Our entire industry depends on them. The CFDA is the only uniting force in the fashion industry, and, therefore, it's the perfect organization to support the fight against this insidious killer."

-- Stephen DiGeronimo, STEPHEN DIGERONIMO

"The fight against breast cancer is something we must face together. This is not just a women's issue... men must unite to provide support emotionally, financially and spiritually. The CFDA mission will create awareness, as designers, must convey the message through all our artistic endeavors. Women truly are our most precious gems."

-- Henry Dunay, HENRY DUNAY

"We are encouraged by the increased attention being paid to breast cancer research. It is the fashion

- more -

industry's responsibility to take a leading, proactive role in this fight. Together, we have made substantial contributions toward funding research and raising awareness for AIDS. We believe that we can and must do the same for breast cancer."

-- Mark Eisen, MARK EISEN

*"Sam & Libby is a shoe company which caters to women of all ages. These same women will come in contact -- either themselves or through family or friends -- with breast cancer. Therefore, we are proud to support the **Fashion Targets Breast Cancer** initiative, which will educate and inform many women today.*

-- Libby Edelman, SAM & LIBBY

"We are pleased to be a part of the CFDA effort to fight a disease that takes too many lives of women in this country. It is only by pulling together that we can eliminate the fear and vulnerability to breast cancer felt by every woman in America about herself, her daughters and her sisters."

-- Carlos Falchi, CARLOS FALCHI

"We all need to work together and support those who are searching for a cure for breast cancer."

-- Alfred Fiandaca, ALFRED FIANDACA

"As a woman, I care deeply about how other women look and feel. And as a female fashion designer, I feel a deep responsibility to help eliminate the most prevalent cancer plaguing women in the only way I know how, which is by way of my designs. I applaud the CFDA for giving designers the opportunity to raise the level of awareness about the reigning female health issue."

-- Han Feng, HAN FENG

"Breast cancer is a very personal subject for me, as a close friend is fighting this terrible disease. Early detection is our only defense. The fashion community is predominantly supported by women whose need is to look chic and attractive. Now we, as a group, must concentrate on the physical and emotional problems of these women who are the backbone of the industry. Whatever financial support we as an industry can provide is crucial towards the goal of eradicating breast cancer.

-- Jennifer George, JENNIFER GEORGE, Inc.

*"Breast cancer affects all of us, our mothers, daughters, wives and sisters, and its impact is devastating. That's why all of us here at JOE BOXER are glad to support the CFDA's **Fashion Targets Breast Cancer** initiative as it reaches out to everyone in the fashion community -- from the designers to those that wear the designs -- to fund research and hopefully someday to find a cure."*

-- Nicholas Graham, JOE BOXER

"It should be every woman's priority to contribute to the fight against breast cancer."

-- Cathy Hardwick, CATHY HARDWICK

- more -

"Breast cancer is every woman's fear. Creating awareness and educating women are the first steps toward eliminating breast cancer in the future."

-- John Hardy, JOHN HARDY COLLECTION, Ltd.

*"Breast cancer ravages both a woman's health and her feminine identity. In a society as advanced as ours, there can be no excuse for this disease. We must all work harder to find a cure. I am very proud to be a part of the CFDA's **Fashion Targets Breast Cancer** campaign."*

-- Sylvia Heisel, SYLVIA HEISEL

*"The CFDA's **Fashion Targets Breast Cancer** campaign has my full support. Breast cancer is a terrible disease that affects women of all ages, as well as their families. Hopefully, through increased awareness and research, a cure will be discovered. Hopefully, we can make a difference."*

-- Carolina Herrera, CAROLINA HERRERA, Ltd.

"Breast cancer is a disease that affects so many women and is now reaching epidemic proportions. I think that it is wonderful that the fashion industry, which caters heavily to women, has taken a stand to support this cause."

-- Tommy Hilfiger, TOMMY HILFIGER U.S.A.

*"We are proud to be a part of the CFDA's **Fashion Targets Breast Cancer** initiative and believe that it is important for all of us to work together to raise awareness. Hopefully, we can help ease the pain and devastation of this awful disease and make a difference in women's lives."*

-- Lisa Jenks, LISA JENKS, Ltd.

*"You'll feel better. You'll be happy that you gave some \$\$\$ to discover and decipher the what + why of breast cancer. Please help. Feel good. Thanks. XOX."
(text of Betsey Johnson sketch)*

-- Betsey Johnson, BETSEY JOHNSON

"Fitness and health are the philosophies for women of the nineties. This also describes the fashion industry's recognition of how we relate to women's needs. Women's health and all efforts to prevent diseases like breast cancer must be the responsibility of the fashion industry."

-- Norma Kamali, NORMA KAMALI

"'Which of us will it be?' 'Who will be next?' These are the questions that nag at the minds of every woman. By targeting the issue of breast cancer, the fashion designers of America are helping women overcome their fear of this disease. The new T-shirt makes it look cool to be concerned, to talk about monthly self-checks, to promote awareness and to fundraise to help find a cure for this disease."

-- Carey Adina Karmel, CAREY ADINA, Inc.

"Not only does this issue touch me personally, as my grandmother died of breast cancer, but it is also one of the biggest health issues for women today -- it is clearly a life and death matter."

-- Jeanette Kastenber, JEANETTE KASTENBERG

"I have met many women at trunk shows enduring breast cancer recovery. It is only natural that fashion should target breast cancer!"

-- Randy Kemper, RANDY KEMPER Corp.

"It really frightens me -- the number of women who are affected by breast cancer. There really has to be a serious, major commitment to fight the disease. We don't have any more time -- it's so crucial that we focus on whatever we can do -- and that we do it now."

-- Calvin Klein, CALVIN KLEIN

"My mother died from breast cancer. She was 64, in the prime of her life. She had it for 18 years, a long time, because treatment began to get better and better. I feel very close to this cause, living in daily fear myself. Women do not have to feel ashamed. The more awareness of this # 1 killer of women, the more tools will be available for early detection and ongoing treatment. I applaud the CFDA for tackling this problem."

-- Regina Kravitz, REGINA KRAVITZ

"Any and all efforts to raise funds for breast cancer research are terribly important -- I think it's great that CFDA is part of the effort."

-- Kenneth Jay Lane, KENNETH JAY LANE

"The Nina Hyde Cancer Research Center could be considered as worthy an opponent as David, and the devastation of breast cancer as relentless a foe as Goliath. Maybe one day the CFDA membership will be seen as the rock used to bring the mighty giant to his knees ... and stylishly no less."

-- Byron Lars, BYRON LARS

*"The CFDA's **Fashion Targets Breast Cancer** initiative allows fashion's heroes the opportunity to reciprocate the support given to us by our largest audience, women."*

-- Colette Malouf, COLETTE MALOUF, Inc.

*"Breast cancer can be devastating to women and their families. The significance of CFDA's **Fashion Targets Breast Cancer** initiative cannot be overstated. Jessica McClintock, Inc. is proud to be a part of this important campaign."*

-- Jessica McClintock, JESSICA McCLINTOCK, Inc.

"The destructive path that breast cancer follows not only affects the patient but family and friends. Each day, research unveils new and startling facts, such as genetic links and environmental patterns, that impact on how we battle this killer. It is important to continue our quest. I am pleased to join forces with the CFDA to raise awareness as well as contributions for one of the most important causes of our time."

-- Mary McFadden, MARY McFADDEN

- more -

"It is a very important issue since such a high percentage of women are getting breast cancer now -- and being in a women's industry, it is only fitting that we be concerned."

-- Nicole Miller, NICOLE MILLER

"Fashion Targets Breast Cancer is an initiative which is vital to the battle against a disease that has reached epidemic proportions."

-- Isaac Mizrahi, ISAAC MIZRAHI

"Breast cancer is a dreadful disease that every woman fears. As a united group, we have the ability, with all our creative energies, to turn this fear into strength and fight this disease. No woman should live in fear."

-- Rebecca Moses, REBECCA MOSES

"Breast cancer is an 'equal opportunity' disease: Its impact is as devastating and visible here as it is in Paris, Moscow, or even in my native land, the Philippines. In developing countries especially, the effects of breast cancer are exponential, for they affect not only the woman, but the family that often depends solely on her for support and nurturance. Couple this with the shame and cultural bias that are often associated with 'women's problems' and you've got a worldwide health crisis that affects entire families. That's why my husband Ken and I are so grateful to the CFDA for working to raise money for research, because every bit of progress we in the U.S. make in curing this disease will help prolong -- and save - millions of lives around the world."

-- Josie Natori, THE NATORI COMPANY

"Hopefully, with F.T.B.C., we can raise not only funds to help battle breast cancer but public awareness of preventative actions."

-- Todd Oldham, TODD OLDHAM

"I grew up with eight sisters and a mother, so women's health issues are more than just an abstract concern for me. The incidence of breast cancer is growing at an alarming rate, and this initiative targets the need for research toward a cure. I plan to be selling T-shirts as well as ballgowns at all my personal appearances this fall."

-- James F. Purcell, Jr., JAMES PURCELL

"The urgency of immediate attention to this epidemic cannot be overstated. We at Magaschoni are fully supportive of any effort to raise public awareness of breast cancer. We have all been touched by this disease and, therefore, feel a special need to become involved on an intimate basis."

-- Tracy Reese, MAGASCHONI

"With the aim of William Tell, I'm excited to be a part of the CFDA's program to target breast cancer. For far too long, this unpredictable cancer has struck too many valuable members of our community."

-- Kenneth Richard, KENNETH RICHARD, Inc.

"Too many have died, too many have suffered, too many live in fear. Cancer is the horror that is always with us. My closest friends have died from it, and we thought we were invincible!"

-- Gloria Sachs, MUSEUMS OF THE WORLD

"From my own personal experience with breast cancer, I know that there's no time to waste. Thank you, CFDA, for recognizing the urgency of the cause."

-- Harriet Selwyn, HARRIET SELWYN, Inc.

"In an industry whose very premise is the celebration of women, it is fitting that we turn our prodigious talents to so critical a cause as the breast cancer epidemic. A silent and devastating killer, breast cancer has been overshadowed of late by a media haunted by AIDS and an industry laid low by its ravages, but we must not forget this earlier plague."

-- Marcia Sherrill, KLEINBERG SHERRILL

"From executives to designers to seamstresses to runway models, we are in an industry dominated by women. Our customers are also women. There are few illnesses that can have as debilitating an effect on our industry as breast cancer. The CFDA could find no worthier cause to support."

-- Cynthia Steffe, CYNTHIA STEFFE

"The voice of the American fashion community has always been loud and resonant on issues of health, welfare and well-being. We are thrilled to stand with our colleagues in this fight!"

-- Steven Stolman, STEVEN STOLMAN

"I think that having a regular mammogram is the most important thing a woman can do to protect herself against this devastating disease."

-- Anna Sui, ANNA SUI

*"The CFDA's commitment toward raising funds for breast cancer research via **Fashion Targets Breast Cancer** is so important to all of us. With the ever-increasing incidence of breast cancer, it is vital that we become active in the battle against this disease. As a CFDA member, I am proud of the involvement we have undertaken, and all of us at TAHARI, Ltd. join together in our support of these efforts."*

-- Elie Tahari, TAHARI, Ltd.

"This industry is responsible for doing everything it can to help the women that support it. With the incidence of breast cancer on the rise, it's important that we target our considerable energy and resources to fight this disease."

-- Vivienne Tam, VIVIENNE TAM

"Fashion is Fantasy, Breast Cancer is Real."

-- Rodney Vaughn Telford, RODNEY TELFORD

"It is absolutely great that the fashion industry is taking the initiative to support the battle against breast cancer. Besides raising funds to fight the disease, the objective should also include increasing awareness and educating the public. Knowledge is usually the best preventive medicine."

-- Yeohlee Teng, YEOHLEE, Inc.

"Fashion Targets Breast Cancer: CFDA -- We Fervently, Totally, and Broadly Care."

-- Monika Tilley, MONIKA TILLEY, Ltd.

"I remember Nina so well! Her courage, her faith, her hope in getting well. She didn't -- but what an example she set, and how certain she was that a cure could be found. So, let's go -- let's do it -- let's find it!"

-- Pauline Trigere, PAULINE TRIGERE

"Since breast cancer is one of the most serious health threats for women today, I applaud groups like the CFDA who join forces to educate women about this deadly disease."

-- Richard Tyler, RICHARD TYLER

"The focus on early screening and mammograms have proven to be lifesavers, and the CFDA's contribution to research is of utmost importance to all of us in support of the battle against breast cancer."

-- Patricia Underwood, PATRICIA UNDERWOOD

"The important fight against this potential killer of women cannot be overemphasized. All of us, men and women alike, must be made aware of the necessity to support every effort of scientists to solve the riddle of breast cancer."

-- Joan Vass, JOAN VASS NEW YORK

*"Breast cancer is a disease that affects women of all ages and all backgrounds. Every woman is vulnerable. The statistics are so high and the effects so devastating that it is vital to educate everyone about this illness. **Fashion Targets Breast Cancer** is a great way of doing so."*

-- Adrienne Vittadini, ADRIENNE VITTADINI

"Since my own wife died of this disease, I feel deeply that this is a crucial battle for our industry to fight."

-- Ilie Wacs, ILIE WACS, Inc.

*"As a woman, I am extremely concerned about the threat of breast cancer. As a business woman in the fashion industry, I wholeheartedly support the CFDA's **Fashion Targets Breast Cancer** initiative to raise research funds as well as the awareness level of all women and men who buy, sell and create fashion. As an industry, we can communicate, on a large scale, the importance of early detection through regular checkups, self-examination and further education."*

-- Vera Wang, VERA WANG

- END -

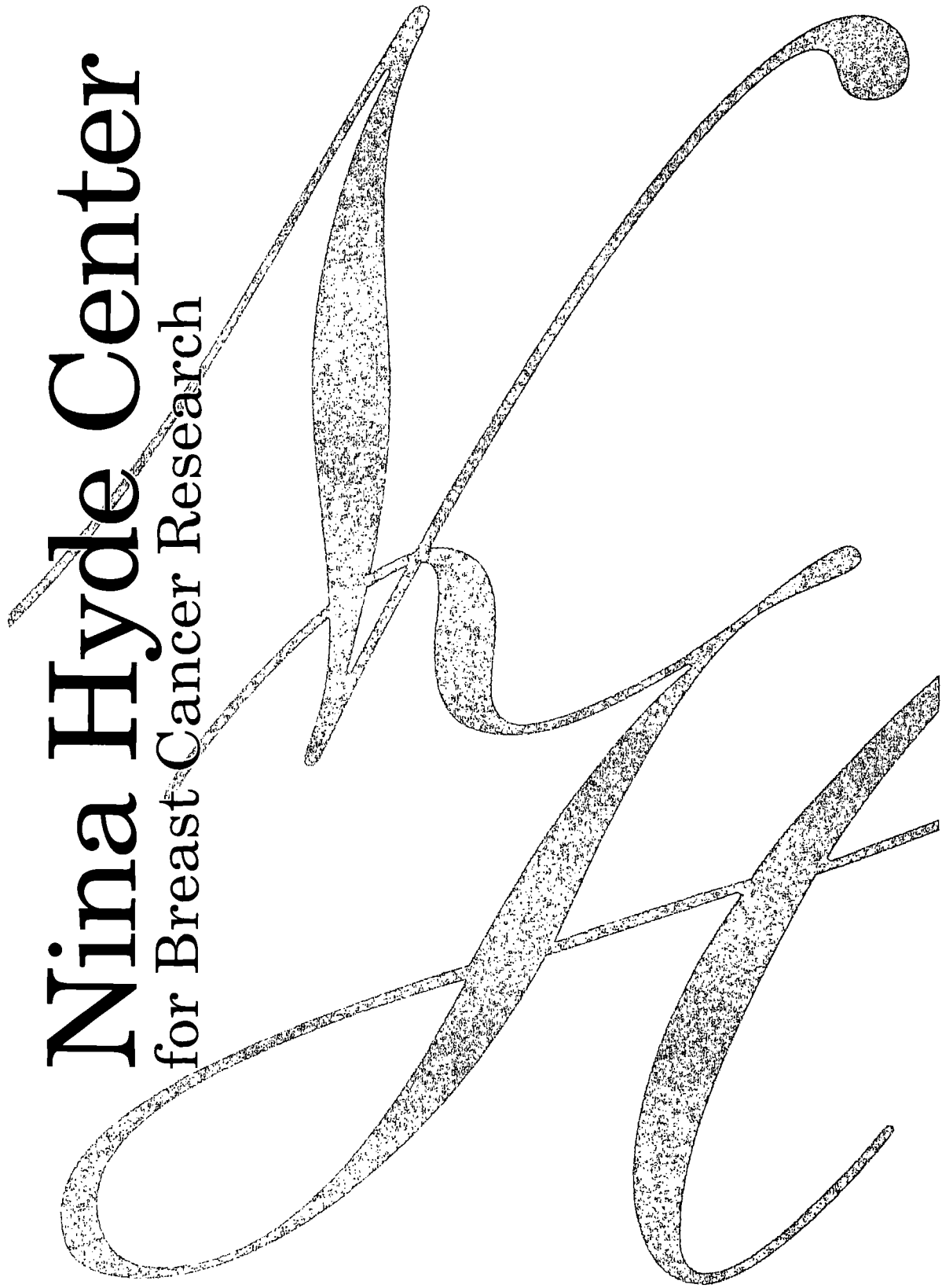
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Nina Hyde Center for Breast Cancer Research

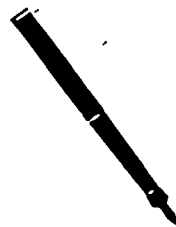


GEORGETOWN
UNIVERSITY
MEDICAL CENTER



New Breast Cancer Gene

PHS MEDIA ALERT



From
PHS Communications

URGENT

Sep 14 94

TO BILLY GRIGG PHS NEWS DIV
FR D Ralbovsky NIH
RE Breast cancer gene briefing

NIH will hold a media briefing 2 pm today in Masur Auditorium to discuss isolation of familial gene that predisposes to breast cancer and ovarian cancer.

This is being quickly arranged to accommodate media and public interest in this development, following story on NBC NIGHTLY NEWS last nite by Bob Bazell. He apparently got an advance copy of paper that was pending with SCIENCE. (SCIENCE has now released the paper and says that it has been accepted for publication "with revisions.")

cc Cam Gardett

DRAFT
HANDOUT

Researchers in Utah and North Carolina reported in *Science* today that they have isolated the BRCA1 gene, a gene critical in the development of breast cancer in many women. The presence of this breast cancer susceptibility gene on chromosome 17q was postulated back in 1990 and has been the subject of intense investigation by numerous research groups. Today's report in *Science* represents the culmination of extensive collaboration between scientists at the University of Utah Medical Center, Salt Lake City, Utah and the National Institute of Environmental Health Sciences, Research Triangle Park, North Carolina. Their discovery of the exact location of this gene brings us significantly closer to understanding the origins of breast cancer and enhances our ability to identify women at higher risk of developing this devastating disease.

BRCA1 is thought to act as a tumor suppressor. In cells, tumor suppressor genes regulate cell growth and division. If these suppressors are unable to function, either through mutational damage or through being deleted, then uncontrolled cell growth such as cancer can occur.

People inherit two copies of each gene and thus have a built-in redundancy should a gene become damaged. In the women studied, one of their BRCA1 genes was already malfunctioning due to a mutation, making them more vulnerable to any damage that the other gene might sustain. In the Miki, et al. article in *Science*, researchers reported several different types of mutations - a frameshift mutation, a stop codon, a missense substitution, and an inferred regulatory mutation. These mutations were found in all the family members who inherited the faulty BRCA1 gene, but were not found in family members who had not

(1)

inherited the damaged version of this gene nor in women in the general population. These mutations were observed in all the women studied who developed breast cancer at an early age and in many women who developed both breast cancer and ovarian cancer. These two traits are thought to be hallmarks of the BRCA1 susceptibility gene.

The name BRCA1 stands for BREast CANcer 1 gene and was coined by scientists because it was found in families where women had a greater tendency for developing breast and ovarian cancers. This gene, however, is found in many tissues throughout the body and almost certainly has a vital role to play in normal cell functions. In fact, discovery of the BRCA1 gene could lead to significant clues to who is at risk of developing cancer not only of the breast and ovaries, but also of the colon and prostate gland. The Utah and North Carolina scientists examined other species for the presence of BRCA1 and found it in mouse, rat, rabbit, sheep, pig, and monkey tissues, but not in chickens. This finding indicates that the biological role of the BRCA1 gene is sufficiently important that it has been conserved throughout mammalian evolution.

In a companion article, Futreal, et al., these same scientific collaborators examined the importance of BRCA1 mutations in breast cancer development in the general population. These mutations were detected in 3 of 32 breast and 1 of 12 ovarian carcinomas. Interestingly, all four mutations occurred in early-onset cases. These findings suggest the mutation of BRCA1 may not be critical in the development of the majority of breast and ovarian cancers that arise in the absence of an inherited mutant gene.

2

In the U.S., one in eight women will develop breast cancer by age 95. Researchers have long noted that women who have relatives that developed breast cancer were at greater risk of developing breast cancer themselves. Although this inherited susceptibility to breast cancer accounts for a relatively small number of total breast cancer cases - 5% overall and 25% of breast cancers in women under age 30 - the identification of this unique subset of women allowed researchers to track the location of this gene. By isolating the BRCA1 gene, these scientists have provided a means by which to study this gene and the role it plays in regulating cell growth.

Although inheritance of this faulty gene was found to greatly increase a woman's chance of developing breast cancer, there was at least one woman with this mutation who was still disease-free at age 80. Thus other genetic or environmental factors are key in breast cancer development, even in susceptible women. Identifying these factors will be critical to developing prevention strategies.

3

Mary Beth

- Fed effort & the Nat' Action Plan
- the fashion industry's
- x insp. of this fashion effort leads to the fashion effort bc, and the fashion effort
- bc as a problem that affects all of us, not just 1/2

Gene for an Inherited Form Of Breast Cancer Is Located

Finding Called 'Important'—but Not a Cure

By David Brown
Washington Post Staff Writer

A1

Scientists Report Finding Inherited Breast Cancer Gene

CANCER, From A1

A group of scientists said yesterday they have found a gene that appears to be responsible for almost half the cases of the breast cancer that runs in families.

The announcement ends a race among nearly a dozen laboratories that began four years ago when another research team described in general terms the gene's location.

The discovery illuminates only a small corner of a disease that, overall, is the second most common cause of death by cancer in women. Nevertheless, it gives researchers a foothold in the strenuous effort to understand the complex biological events leading to the illness.

"This is an extremely important development in our understanding of cancer ... [but] it does not at this stage represent a cure or something that American women can take action on today," Harold E. Varmus, director of the National Institutes of Health, said yesterday at a news conference where the findings were announced.

Only 5 percent of breast cancer cases occur in women whose families show a clear proclivity for the disease generation after generation. The remaining 95 percent of cases arise "sporadically," with little or no evidence that inheritance plays a large role. The newly discovered gene seems to be involved in about 45 percent of inherited cases of breast cancer. Preliminary research suggests, however, that it has no role in sporadic cases.

The gene, called BRCA1, has some as-yet-undiscovered normal function. Only in mutant form does it raise a woman's risk for breast cancer and, to a lesser degree, ovarian cancer. Though having the mutant gene is not an assurance that a woman will get either disease, researchers estimate about 85 percent of such women will develop one of these cancers.

Identification of the gene may lead eventually to a test that will allow

See CANCER, A14, Col. 1

women in high-risk families to learn if they are among those carrying the mutant form. Such a test, however, is years in the future and its usefulness is unclear. Other than surgical removal of the breasts—an option a few high-risk women have taken—there is no way to prevent breast cancer.

"This is not a time to rush this kind of testing into the general practitioner's office," said Francis S. Collins, head of the NIH's National Center for Human Genome Research.

There will be about 182,000 new cases of breast cancer among women (and about 1,000 in men) this year, according to government statistics. About 43,000 women die of the disease each year.

The discovery was described by researchers yesterday even though it will not be published until next month, in the journal *Science*. Word that BRCA1 finally has been found was reported Tuesday night by NBC News.

The research was led by Mark H. Skolnick of the University of Utah Medical Center and Myriad Genetics of Salt Lake City. Scientists at NIH's National Institute of Environmental Health Sciences, McGill University, Eli Lilly and Co., Memorial Sloan-Kettering Cancer Center, Duke University and the Faculty of Health Sciences in Umeå, Sweden, contributed to the research.

In 1990 a scientist at the University of California at Berkeley, Mary Claire King, wrote that in some families with multi-generational breast cancer there appeared to be an abnormality on chromosome 17. (Chromosomes are the 23 paired strands of DNA that carry the vast majority of human genetic information.) Many labs immediately jumped to the work of finding the gene, a task akin to locating a single house on a long city street with no numbers on the buildings.

ferences in that stretch between family members and people in the general population who had no family history of breast cancer.

Eventually, they found abnormal stretches of DNA—the genetic building blocks that make up chromosomes—in four of the eight families. The abnormalities were not identical among the affected families.

Within each individual family, however, every woman with breast or ovarian cancer had the same abnormality. This, combined with the virtual nonexistence of each abnormality in the general population, led the researchers to deduce that they had located a gene which, when inherited in abnormal form, predisposes a woman to breast cancer. Further work eventually led to a full description of the gene, BRCA1.

Researchers led by Roger Wiseman at the National Institute of Environmental Health Sciences in Research Triangle Park, N.C., then examined sporadic cases of breast cancer in which there was some abnormality in chromosome 17.

Unexpectedly, they found relatively few abnormalities in the BRCA1 gene. Only four of 44 women had BRCA1 mutations. In fact, those four appeared to be previously undetected carriers of the inherited predisposition for breast cancer, not true "sporadic" cases. This was deduced because their BRCA1 mutations appeared in all body cells—suggesting the mutations were inherited and not the result of some mutation event that occurred later in their lives and only in breast tissue.

Wiseman's finding suggests (as scientists have long suspected) that there are many pathways to breast cancer. Mutation in the BRCA1 gene is one, but not an essential one, for development of the disease.

In a third paper described yesterday, researchers from the University

Scientists Say They've Found Gene That Causes Breast Cancer

Study Could Lead to Test For Those at High Risk Of Inheriting Disease

By MICHAEL WALDHOLZ

Staff Reporter of THE WALL STREET JOURNAL

In a landmark discovery in cancer research, a team of scientists in Utah and North Carolina say they found the long-sought gene responsible for an inherited form of breast cancer.

The gene, called BRCA1, is believed responsible for about 5% of all cases of breast cancer, meaning about one in 200 women carry the defective gene. Researchers hotly chasing the gene for the past four years said its discovery will lead to a blood test to warn women if they are at an especially high risk for developing breast cancer during their lifetime.

Scientists also hope that uncovering the gene's exact structure will help explain how breast cancer arises, perhaps leading to new ways to prevent or treat the disease that kills about 45,000 American women every year. About 180,000 women in the U.S. each year develop breast cancer.

Ovarian-Cancer Link

Mark Skolnick, who led the research team at the University of Utah and Myriad Genetics Inc., said the gene also appears to be responsible for causing ovarian cancer in families where the gene is inherited. Dr. Skolnick said he hopes Myriad Genetics, a gene-hunting company he founded in Salt Lake City several years ago, will make available a diagnostic test based on the discovery. But he warned that developing such a test will take time.

"Women should know that a test will come but it's going to require a lot more hard work and time before a reliable and accurate way to use this gene will be developed," Dr. Skolnick said. "New treatments from this discovery are going to take even longer, maybe much longer."

Dr. Skolnick said publication of a research paper containing precise details of the discovery is expected in a few weeks in the journal *Science*. He said the paper is undergoing peer review. *Science's* editors let Dr. Skolnick discuss the finding when *The Wall Street Journal* and other news organizations got wind of the finding as a result of a flurry of intense rumors over the weekend.

The research paper reports that the gene was found as part of a collaboration between Dr. Skolnick's laboratories at the University of Utah, Myriad Genetics, and a research team at the National Institute for Environmental Health Sciences in Research Triangle Park, N.C. Dr. Skolnick said the gene's exact identity was uncovered in collaboration with P.A. "Andy" Futreal and Roger Wiseman at NIEHS.

Donna Shattuck-Eidens, a researcher at Myriad Genetics, led researchers who found evidence of the gene in mutated form in five of eight large families where breast cancer is common.

Uncertain of Gene's Function

The researchers said they aren't certain exactly what role the gene normally plays in the human body. But they noted that it is an especially large gene. Its large size suggests the gene could be damaged in many spots, meaning a test to detect the gene must be able to identify the many different "mutations."

The race to find the breast-cancer gene has been one of the most closely watched and publicized of a host of gene hunts in recent years. The pursuit of the gene was triggered in late 1990 when Mary-Claire King, a geneticist at the University of California at Berkeley, stunned the cancer-research community by pinpointing the gene's approximate location. About a dozen laboratories around the world, including Dr. King's, have been intensely probing a tiny region of genetic material since then.

In the past few months, scientists said they had identified about 30 genes in the approximate region but had pared the search down to about four to six likely culprits. Dr. Skolnick said the first hint they had latched onto the gene came about two months ago. Since then they have worked to identify its structure.

More importantly, the scientists also had to make certain that only women with inherited breast cancer carry a mutated form of the gene, while women unaffected by the inherited form of the disease carry a normal version of it.

The breast-cancer gene is the latest in a series of remarkable cancer-gene discoveries to arise from the world-wide effort to identify all 100,000 or so human genes. Late last year, for instance, several research teams found four different genes that, if inherited in mutated form, can trigger colon cancer.

Still, inherited cancer represents a small fraction of cancer cases. But scientists believe the same genes that underlie inherited cancer also may be involved in causing noninherited forms of the disease. Scientists suspect that if the normal version of the genes somehow is damaged during life in a single cell, that cell can grow out of control and become cancerous. If true, they hope BRCA1 and the other gene discoveries will lead to new treatments.

GM's EDS Gets Contract

ADELAIDE, Australia — The government of South Australia selected Electronic Data Systems Corp. to provide information-technology services in an accord expected to have a value of more than \$600 million over nine years.

Stock, Bond Prices Gain On Report

Consumer Price Data Are Seen as Benign; Dollar Finishes Mixed

TUESDAY'S MARKETS

By DAVE KANSAS

Staff Reporter of THE WALL STREET JOURNAL
Stock and bond prices moved higher following a consumer price index report that allayed inflationary fears. The dollar was mixed.

The Dow Jones Industrial Average rose 19.52 to 3879.86, snapping a two-day slide that had cost the blue-chip average more than 48 points. The Standard & Poor's 500-stock index rose 1.30 to 467.51, the New York Stock Exchange Composite Index climbed 0.52 to 257.84 and the Nasdaq Composite Index surged 5.82 to 765.83.

Bond prices reacted positively to the August consumer price report, with the benchmark 30-year Treasury bond gaining more than 1/2 point, or more than \$5 for each \$1,000 face value, in early trading. The index showed a 0.3% increase, with the "core" rate, which excludes more volatile food and energy components, also rising 0.3%.

But enthusiasm about the benign pricing report waned as the session wore on, with bond and stock prices retreating from their intraday highs. Analysts suggested that even though the price report showed relatively benign activity, inflationary problems continued to lurk in the shadows.

"I still see a few monsters out there," said David C. Munro, chief U.S. economist for High Frequency Economics, a New York consulting firm. "The economy is revved up to the point where models suggest there should be some extra heat on inflation."

But some economists took the soft consumer price numbers to heart, arguing that inflationary worries are mostly overblown. Several said price increases on the producer side, as outlined in Friday's explosive producer price report for August, aren't being passed on to consumers. Moreover, wage increases continue to remain in check.

"It's like people are scared of the dark," said Nikko Securities economist Robert Brusca, referring to inflationary fears.

World-wide, stock prices rose in dollar terms. The Dow Jones World Stock Index gained 0.37 to 118.07.

In major market action:

Stock prices rose. Volume totaled 293.3 million shares on the New York Stock Exchange, where 1,142 issues advanced and 998 declined.

Bond prices rose. The Treasury's benchmark 30-year issue gained 3/4 point, or about \$3.75 for each \$1,000 face amount, to yield 7.68%.

The dollar was mixed. In late New York trading the currency was quoted at 1.5435 marks and 98.80 yen compared with 1.5430 marks and 99.14 yen Monday.

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6549

88

Prostate-Cancer Test May Be More Costly Than Beneficial

By RON WINSLOW

Staff Reporter of THE WALL STREET JOURNAL

A new study is pushing the debate over a blood test for prostate cancer to a new intensity, claiming the test can cause more problems than it's worth.

The report, published in today's Journal of the American Medical Association, claims the prostate-specific antigen (PSA) test will lead many healthy men to undergo needless surgery and hospitalization for prostate cancer, damaging their quality of life while raising the country's medical bills.

Proponents of PSA tests denounced the study as misleading and based on obsolete data. They maintain that an annual PSA test in conjunction with a digital rectal exam enables doctors to catch growing numbers of prostate-cancer cases early, when they are confined to the prostate gland and can be most successfully treated. The disease claims 38,000 lives each year and is the second-leading cancer killer among men after lung cancer.

Publication of the report comes on the eve of the fifth-annual Prostate Cancer Awareness Week, a campaign sponsored by the Prostate Cancer Education Council and financed largely by pharmaceutical companies with products or research interests in prostate cancer. Gen. H. Norman Schwarzkopf, who recently underwent prostate surgery, is spokesman for the campaign.

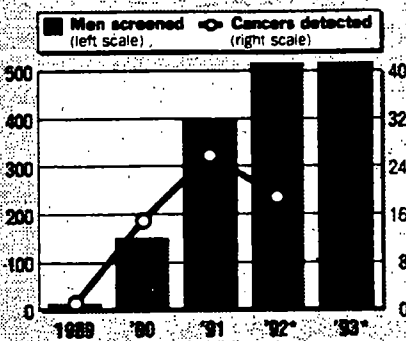
The study also comes on the heels of the Food and Drug Administration's approval of a PSA test marketed by Eli Lilly Inc.'s Hybritech unit for use in prostate-cancer detection. Lilly's test was previously approved only for measuring a cancer's growth; its screening capability was not always covered by insurance. The FDA's decision could increase pressure on insurance companies and Medicare to pay for PSA screenings.

The test itself costs between \$18 and \$70. But when used in the screening of healthy men, the PSA test frequently discovers slow-growing cancers that aren't disabling and don't endanger life. This can result in men undergoing expensive but needless treatment, possibly surgery that leads to hospitalization and such complications as incontinence and impotence. Early detection can also save lives, and, unfortunately, there's no way to tell which men will be helped by early detection and which won't.

The new report, by researchers at the University of Toronto, finds that screening will cost the community anywhere from \$113,000 to \$729,000 in doctor, hospital and other medical bills to gain one year of life-expectancy from early treatment—while lowering the quality of life for

Fighting Cancer

Number of men screened and number of cancers detected during Prostate Cancer Awareness Week, in thousands



many men. The result, researchers concluded, "suggests that screening for prostate cancer cannot be justified as a rational health policy."

For their study, the Toronto researchers used data from published medical reports, most of which predate use of the PSA test as a screening tool, or weren't conducted with an appropriate control group and are thus considered scientifically weak. By feeding the data into a model, the researchers evaluated the effect of one-time testing procedures: a digital rectal exam alone, a PSA test alone, the two combined and the two combined with an ultrasound test.

In the best scenarios, they found a very small benefit in life expectancy: 0.6 days for a 50-year-old man on average and 1.7 days for a man aged 70, when longevity alone was considered. But when they factored in "quality of life" consequences of surgical complications, they found a net loss of three to 13 days.

Supporters of the PSA test attacked the findings. William J. Catalona, a urologist at Washington University School of Medicine, St. Louis, whose research has been pivotal in establishing the test as a screening tool, said the results "cannot be applied to the average prostate cancer patient" and asserted that they were based on "old information that grossly underestimates the lethal potential" of the disease.

Dr. Catalona also said the conclusions were based on a single screening, while the American Cancer Society and other PSA supporters say that picking up early-stage cancers depends on a series of annual tests. The American Urological Association offered a similar view.

Even Gerald W. Chodak, a urologist at University of Chicago Hospitals and a

Please Turn to Page B7, Column 5

Continued From Page 1
critic of PSA screening, said the data used in the study muted any recommendations based on the "Prostate screening should not be done altogether," he said in an editorial accompanying the report.

There are weaknesses in the data, acknowledges Murray D. Krahn, assistant professor of medicine and clinical biochemistry at the University of Toronto and lead author of the report. But Dr. Krahn notes that they are the only data available and that proponents use the same flawed information in taking their stands.

One supporter of Dr. Krahn's findings is Group Health Cooperative of Puget Sound, a health maintenance organization in Seattle. After Dr. Catalona's study describing the PSA test's effectiveness in detecting early-stage cancers was published in the New England Journal of Medicine in 1991, the orders for the tests by the HMO's family doctors doubled, prompting an evaluation.

A committee determined that widespread PSA screening would have cost the HMO more than \$50 million a year with little benefit, said Michael E. Stuart, the HMO's director of provider education and guideline development. Given the concern about health-care costs, "we're going to have to stop doing things that haven't been proven to be effective," Dr. Stuart said.

The HMO adopted a new guideline that gives both patients and doctors the option to use the test, but only when patients are fully informed about potential benefits and consequences, he said. Since then, use of the test has dropped back to levels before Dr. Catalona's paper appeared.

Dr. Krahn said the case for screening might be stronger if effective new treatments emerge that significantly reduce the incidence of complications. A nerve-sparing technique for prostate surgery developed at Johns Hopkins Medical Institutions does that, but only in the hands of a relatively few skilled surgeons. Some doctors are reporting success with implanting radioactive pellets into the prostate, and with freezing the prostate to kill cancer cells, but experience with such approaches is limited.

But Dr. Krahn added: "Even if treatment was entirely benign, we don't know that screening would prolong life-expectancy."

Over the next several days, Gen. Schwarzkopf will appear on television touting the benefits of early detection. His own PSA test, however, was normal; suspicions of cancer turned up during a digital rectal exam, he said. Once a biopsy confirmed the cancer, the retired general opted for surgery to remove his prostate.

"I decided I'd rather deal with this and get it over with rather than sit around with the knowledge that I have

cancer," Gen. Schwarzkopf said. His cancer was well contained within the prostate gland and he reports that he's having no unexpected complications.

"I can't speak for the medical community, or anybody else," he said. "But for H. Norman Schwarzkopf, I'm glad I did what I did, and the doctors left the choice very much up to me."

ask date?

Alice Welsh
212/255-5065
630-3565

THE WHITE HOUSE
WASHINGTON

MEMORANDUM

DATE: JULY 28, 1994
TO: THE FIRST LADY
PATTI SOLIS
FROM: ANN STOCK AS
RE: BREAST CANCER MONTH

October is Breast Cancer Month and Ralph Lauren has long been involved in a fund for breast cancer research with Katherine Graham for the Nina Hyde facility at Georgetown Hospital. Nina was fashion editor of The Washington Post and died of breast cancer.

The council of Fashion Designers of America and Ralph Lauren have been working with designers Oscar de la Renta, Donna Karan, Louis Dell'Olio and others. The keystone of this campaign is a "Fashion Targets Breast Cancer" T-shirt, which will be sold at America's leading retail stores. In addition, an extensive national public information campaign will take effect.

Ralph Lauren is requesting your support. Perhaps an afternoon tea the day of the Washington kick-off press conference, to launch this endeavor, would be a good idea. It would include 150 key designers and the 15 major retailers where the shirt will be sold. Ralph expects to raise over \$3 million in the endeavor.

FYI, Ron Brown has indicated that the fashion industry is number 2, behind the entertainment industry, as our major export industry. This event would allow us to do a "fashion industry" event here and not in NYC.

Are you interested in participating?

←
←
Command
The Fash.
Industrie



GEORGETOWN UNIVERSITY MEDICAL CENTER

Office of Development

FAX COVER SHEETDate 9/12

PLEASE DELIVER TO:

NAME:

Liz Bowyer

PHONE:

456-2131

FAX #:

456-2239

FROM:

NAME:

Rachel Muir

PHONE:

687-4596We are transmitting 5 pages including this cover sheet.

Should you experience any difficulty with this facsimile, please contact the sender.

*Please call if you need any
additional information or have
any questions. - Rachel*



GEORGETOWN UNIVERSITY MEDICAL CENTER

Vincent T. Lombardi Cancer Research Center

3800 Reservoir Road NW Washington, DC 20007-2197

202 687-4596 202 687-4722 FAX

**FACT SHEET
FOR
THE NINA HYDE CENTER FOR BREAST CANCER RESEARCH
THE LOMBARDI CANCER CENTER
GEORGETOWN UNIVERSITY**

- The Lombardi Cancer Center at Georgetown University was established in 1970, and is designated as one of only 27 comprehensive cancer centers in the country by the National Cancer Institute (NCI).
- The Nina Hyde Center for Breast Cancer Research which is part of the Lombardi Cancer Center is well-known for its innovative and comprehensive research program. Named for Nina Hyde, the late fashion editor of *The Washington Post*, it was established in 1989 with initial grants by Ralph Lauren and *The Washington Post*. Research goals are to develop and translate promising basic science findings into meaningful new therapies for women with breast cancer or who are at high risk for breast cancer.
- Current research directions include:

Pentosan, discovered by Lombardi scientists, this drug has been found to inhibit the spread of breast cancer in a laboratory setting and is now being tested in Phase II clinical trials.

Taxol, an exciting new drug with high activity in breast cancer. It is available in limited quantities and the Lombardi Center is one of only a few centers where it is available to patients with advanced breast cancer.

Tamoxifen is an active drug in the treatment of breast cancer. Much of Dr. Marc E. Lippman's work at NCI lead to the development of this new drug for breast cancer. Recent evidence suggests that tamoxifen can decrease the chances of developing a new breast cancer. This is now being studied in a national prevention trial sponsored by NCI. At the Lombardi Center women at high risk for breast cancer can participate in this major study.



A National Cancer Institute Designated Comprehensive Cancer Center

Immunology Studies are underway at the Lombardi Center to test the evidence that certain cells, called T-cells, may facilitate the growth of breast cancer tumors when they become deficient. Patients at Georgetown are currently donating blood to test this theory. If it is true, it may be possible to design a gene therapy to correct this problem.

- Recognizing the excellence of the research underway at the Nina Hyde Center for Breast Cancer Research, the NCI gave the Specialized Program of Research Excellence (SPORE) award to the Lombardi Center. NCI Director Dr. Samuel Broder praised Georgetown's program as "an outstanding and innovative approach to breast cancer research and therapeutics that will not doubt be extremely productive."



When I was first told I had breast cancer, I decided—after throwing my pen across the newsroom—to keep my problem to myself. Now, I've come to the point where I can talk about my cancer, and I talk a lot...

Nw

*Innovative
- biggest stuff?*



Nina Hyde had an eye for fashion, a flair for style, and a passion for life. A native of New York City, she made Washington, D.C., her home for nearly thirty years, where she enjoyed an eighteen-year reign (1972–1990) as fashion editor of *The Washington Post*.

Ms. Hyde's dedication to her work earned her both respect and friendship among her fashion peers, including Ralph Lauren, Calvin Klein, and Geoffrey Beene. In 1988, she received the Eugenia Sheppard Award from the Council of Fashion Designers of America for excellence in fashion journalism. Previously, in 1987, she had received the Aldo Career Achievement Award from the Mens Fashion Association, and, in 1989, the French minister of culture decorated Ms. Hyde with the "Chevalier dans l'ordre des Artes et Lettres" during a reception in her honor at the French Embassy.

Ms. Hyde was equally committed to supporting breast cancer research. Initially silent about her breast cancer diagnosis, she soon began to speak out when it became clear that her story could educate others about breast cancer. Before her death in May 1990, she devoted herself to identifying funding of breast cancer research. Additionally, she championed the need for early detection and treatment. The Nina Hyde Center for Breast Cancer Research at the Lombardi Cancer Center honors the memory of this courageous woman and her unflinching efforts waged in a battle that, sadly, took her life.

D

esigner Ralph Lauren and Katharine Graham of *The Washington Post* established the Nina Hyde Center for Breast Cancer Research in 1989 with initial grants to honor their friend and colleague. The center is the focal point for breast cancer research at Lombardi and has dedicated its resources to finding a cure for this devastating disease. Its mission includes:

- ♦ advancing the understanding of breast cancer cell growth;
- ♦ translating laboratory breakthroughs into effective therapies as quickly as possible;
- ♦ improving the diagnostic techniques in breast cancer detection, while recognizing that early diagnosis is the key to effective treatment.

To accomplish these goals, the Nina Hyde Center supports the research efforts of more than twenty senior breast cancer specialists and their staffs. In addition to treating patients, these clinicians are aggressively pursuing basic research and clinical studies. Considerable progress has already been made in several areas including:

- ♦ identifying some of the basic mechanisms contributing to breast cancer development and growth;
- ♦ expanding the bone marrow transplantation program to treat high-risk breast cancer patients;
- ♦ initiating clinical trials for the next generation of anti-tumor drugs, including agents developed at the Nina Hyde Center that prevent tumors from accessing the blood supply required for new growth and spread;
- ♦ improving treatment strategies for newly diagnosed breast cancer patients.



"The Nina Hyde Center brings hope to people — more than hope, it offers the promise of discovery."

Dr. Marc E. Lippman, Director, Lombardi Cancer Center

The Nina Hyde Center is a research facility committed to improving the quality of life for women. The center is committed to early detection of breast cancer, successful treatment, and to research that will ultimately lead to a cure.

The fight against this disease has never been more urgent. In the United States today, one woman in nine will develop breast cancer at some point in her life. Continued support will help clinicians and researchers at the Nina Hyde Center for Breast Cancer Research find a cure for this devastating disease.

For more information, or to make a donation to the Nina Hyde Center for Breast Cancer Research, write or call:

Lombardi Cancer Center
Georgetown University Medical Center
3800 Reservoir Road, NW
Washington, DC 20007
(202) 687-4596

Nina Hyde Center for Breast Cancer Research

**SAVVY MANAGEMENT****FACSIMILE TRANSMISSION SHEET****FAX#:212/477-1736 TEL#212/477-1717**

DATE: Monday, September 12, 1994

PAGES: 15 (not including transmission sheet)

TO: Ms. Lissa Muscatine, Presidential Speech Writer
THE WHITE HOUSE

RE: *CFDA's Fashion Targets Breast Cancer*

FAX#: 202/456-5709

FROM Tony Staffieri, President

MESSAGE:



Fashion Targets Breast Cancer

FACTS & STATISTICS ABOUT BREAST CANCER

- ◆ One in nine women will develop breast cancer.
- ◆ Breast cancer is the most common form of cancer in women in the United States. It is the leading cause of death for women between the ages of 35-54.
- ◆ In 1994, an estimated 182,000 new cases of breast cancer will be diagnosed in the U.S., and the disease will claim the lives of approximately 46,000 women.
- ◆ Every woman is at risk for breast cancer. A woman's risk increases as she ages, if she has a family history of breast cancer, if she started menstruation early, if she has children after the age of 30, or if she has never had children. Only 5-10 percent of breast cancer is genetically linked.
- ◆ Most breast cancer is detected by women themselves through self-examination. Regular breast examinations by a medical professional are a required complement to mammography and monthly breast self-examination (BSE).
- ◆ Breast cancer incidence increases with age, rising sharply after age 40. Eighty percent of all breast cancer occurs in women over 50.
- ◆ Early detection is now the best means for surviving breast cancer. All women should do monthly breast self-examination. The American Cancer Society guidelines recommend that women begin mammography screening at the age of 40 and annually after the age of 50.

- more -

FACTS & STATISTICS ABOUT BREAST CANCER**Page 2**

- ◆ If detected early, breast cancer can be treated effectively while still in the localized stage. The five-year survival rate for localized breast cancer has risen from 78 percent in 1940 to 93 percent in 1994 due to early detection and improved treatments.
- ◆ If all women followed the recommended screening guidelines, the breast cancer mortality rate would decrease by 30 percent.
- ◆ More than 1.7 million breast cancer survivors are alive in America today. The cause of breast cancer and its cure remain undiscovered.

- END -

Source: The Nina Hyde Center for Breast Cancer Research, the National Alliance of Breast Cancer Organizations, and the American Cancer Society.



For immediate release
September 1994

Contact:

Tony Staffieri
John Johmann
SAVVY Management
212/477-1717
212/477-1736 (fax)

Fern Mallis
CFDA
212/302-1821
212/768-0515 (fax)

THE AMERICAN FASHION INDUSTRY
RESPONDS TO THE BREAST CANCER CRISIS
WITH A NATIONAL FUNDRAISING CAMPAIGN

Fashion Targets Breast Cancer

NEW YORK -- Responding to the staggering statistic that one in nine women will develop breast cancer during her lifetime, the **CFDA Foundation, Inc.**, on behalf of the **Council of Fashion Designers of America (CFDA)**, whose membership includes 200 of America's foremost fashion designers, has formed a partnership with leading U.S. retailers to raise substantial funds to find a cure for breast cancer. The centerpiece of this initiative is the sale of 400,000 limited edition ***Fashion Targets Breast Cancer*** T-shirts, which will go on sale in October 1994 -- *National Breast Cancer Awareness Month*.

CFDA's ***Fashion Targets Breast Cancer*** campaign has already received widescale support from the industry-at-large and the government, including a reception at the White House on September 19, hosted by Mrs. Clinton to honor the fashion industry and kick off the ***Fashion Targets Breast Cancer*** campaign.

- more -

Fashion Targets Breast Cancer**Page 2**

The program is chaired by **Ralph Lauren** and co-chaired by **Oscar de la Renta**, **Louis Dell'Olio** and **Donna Karan**. *"This is an industry-wide initiative conceived to bring the extraordinary forces of designers, retailers and consumers together in a united effort to raise funds for research,"* observed **Stan Herman**, President of CFDA.

The **Fashion Targets Breast Cancer** initiative began in 1993 when a group of leading American fashion designers -- who would later go on to chair this endeavor -- began discussions about how the fashion industry could respond to the increasing incidence of breast cancer. *"We set out to rally the resources, expertise, talent and know-how of the fashion industry to raise consciousness about breast cancer and funds for much-needed research,"* noted **Ralph Lauren**. The founding committee chose a simple yet powerful concept -- the sale of a limited edition T-shirt with a distinctive, eye-catching logo. The bull's eye design features concentric circles of alternating shades of blue with a white center, underscoring the campaign theme: **Fashion Targets Breast Cancer**.

The concept and initial mockups of the T-shirt were presented to retailers in early 1994. By spring, CFDA had received commitments for 400,000 T-shirts to be sold in approximately 2,000 store locations.

"We were delighted by the positive response we received from retailers," said **Ralph Lauren**, *"and we're counting on their enthusiasm being contagious. Breast cancer is not just a women's issue -- it affects all of us, the brothers, fathers, husbands, children and friends of the women who are dealing with this dreaded disease. We must all take a stand now to support this important cause."*

- more -

Fashion Targets Breast Cancer**Page 3**

Proceeds from the sale of each T-shirt will benefit the **Nina Hyde Center for Breast Cancer Research**, part of Georgetown University's Vincent T. Lombardi Cancer Research Center and named in memory of the late fashion editor of the *Washington Post*, who died of breast cancer in 1990. The \$15 retail price of the shirt includes a \$5 direct donation to the **Nina Hyde Center**, which will be presented by the CFDA Foundation.

Extensive promotional and advertising campaigns have been planned to support ***Fashion Targets Breast Cancer***. **Evian Natural Spring Water**, the leading bottled water worldwide, is providing major underwriting for the communications program, which will build awareness about breast cancer on a national scale. "*With CFDA and Evian Natural Spring Water working together, we can really make a difference in the fight against breast cancer,*" noted **Mark Rodriguez**, Chairman and CEO of Great Brands of Europe, the exclusive importer of Evian. "*Every T-shirt purchase brings us a little bit closer to our target of finding a cure.*"

Press kit stationery and materials have been printed courtesy of **Pantone, Inc.**, developers of the PANTONE TEXTILE Color System. In addition, **Fabien Baron** and his prestigious firm of Baron & Baron have designed (*pro bono*) an upbeat advertising campaign featuring some of America's most celebrated models, including **Naomi Campbell, Cindy Crawford, Linda Evangelista, Kate Moss, Jamie Rishar, Claudia Schiffer, Shalom** and **Christy Turlington**, outfitted in ***Fashion Targets Breast Cancer*** T-shirts and photographed by leading photographers -- **Walter Chln, Patrick Demarcheller, Arthur Elgort, John Hubba** and **Andrew Macpherson**. Dozens of consumer magazines have already committed complimentary advertising space to the campaign, and ads will be appearing throughout

- more -

Fashion Targets Breast Cancer**Page 4**

September, October and November -- raising public awareness about breast cancer and generating T-shirt sales.

In-store sales will be supported with a lively and colorful video at point-of-purchase, featuring leading American fashion designers and models sharing their views on the breast cancer initiative. In addition, retail efforts will be supported by elegant visual merchandising materials, including posters, display toppers, counter cards and a distinctive hangtag.

"Individual CFDA members are responding with extraordinary generosity and commitment," observed Fern Mallis, Executive Director of CFDA. "Many designers are planning to tie this promotion into their trunk shows or personal appearances. Others are planning parties, calling retailers to encourage large window displays, or offering to include this material in their own press initiatives -- the list, the goodwill and the concern are a constant source of inspiration to all of us."

In addition to the formal launch of this campaign on September 19, other highlights include:

- ◆ Formal press briefing at the Nina Hyde Center on September 20.
- ◆ Window display at Macy's.
- ◆ Dozens of two-page four-color public service ads in magazines such as *Cosmopolitan*, *Elle*, *Esquire*, *Harper's Bazaar*, *People*, *Playboy*, *Vanity Fair* and *Vogue*. (Complete list available on request.)

Fashion Targets Breast Cancer

What CFDA Members Have to Say About Breast Cancer

As of September 6, 1994

Initiative Leadership

"Breast cancer is not just a women's issue -- it affects all of us, the brothers, fathers, husbands, children and friends of the women who are dealing with this dreaded disease. We must all take a stand now to support this important cause."

-- Ralph Lauren, Chairman

"Breast cancer is a disease that can touch all of our families. The Fashion Targets Breast Cancer initiative hopefully will provide the turning point for finding the cure!"

-- Louis Dell'Olio, Co-chair

"It's such a natural thing for the Council of Fashion Designers of America to get involved in an issue as important as breast cancer. Every woman, every man and every child should have a T-shirt -- because with your help, we're going to save hundreds of thousands of lives."

-- Oscar de la Renta, Co-chair

"Fashion is all about creating an image -- but the truth is, how a woman feels about herself sensually and spirituality comes from inside. Fashion just helps the outside. The Fashion Targets Breast Cancer initiative gives the fashion industry a chance to help women on the inside -- and it's that kind of activity that makes me very proud to co-chair this worthwhile endeavor."

-- Donna Karan, Co-chair

"Breast Cancer is an issue that touches us all. The possibility of a cure is fast becoming a reality. I am proud of CFDA's fundraising commitment to help find that cure and achieve that reality."

-- Stan Herman, President, CFDA

Campaign Underwriter

"With CFDA and Evian Natural Spring Water working together, we can really make a difference in the fight against breast cancer. Every T-shirt purchase brings us a little bit closer to our target of finding a cure for breast cancer."

**-- Mark Rodriguez, Chairman and CEO
GREAT BRANDS OF EUROPE,
EXCLUSIVE IMPORTER OF EVIAN**

CFDA Membership

*"I lost my mother to breast cancer twenty-two years ago. I honestly believe that she could have survived her struggle if today's treatment and technology had been available to her. It causes me profound sadness that my mother was never able to share in her son's achievements and, even more, that she will never know the two beautiful granddaughters she ultimately had. Through its support of research, **Fashion Targets Breast Cancer** will help more women to live longer, fuller lives, to experience more of those moments of joy that we so often take for granted."*

-- Joseph Abboud, JOSEPH ABBOUD

"It is imperative that the fashion community leads the fight against breast cancer in the form of raising funds as well as the awareness of the public."

-- Victor Alfaro, VICTOR ALFARO

"Breast cancer touches every woman's life, whether it attacks a mother, daughter, sister, friend, coworker or wife. As an industry intimately involved in women's lives, it touches us as well, and we applaud the CFDA for its efforts in organizing fashion companies."

-- Linda Allard, ELLEN TRACY

"It is sad to say that, like myself, so many men and women have been affected personally by the pain and devastation of breast cancer. My grandmother, your wife, her sister, our customers. We in the fashion industry know this and are acting to help."

-- Carolina Amato, CAROLINA AMATO

"As CFDA members, our strength as a group will be used to focus on and empower the fashion audience we reach -- to maximize their awareness of what each and all of them can do to fight breast cancer."

-- James Arpad, JAMES ARPAD

"I challenge you to find one person who hasn't had someone close to them -- a mother, sister, wife, friend -- who has been victimized by breast cancer. This is a disease whose statistics continue to affect more women at younger ages. Any endeavor that will directly benefit research and treatment is something I and everyone in my company will actively support."

-- Bradley Bayou, BRADLEY BAYOU

"This is a very important cause that we support wholeheartedly. Health issues need to be at the forefront of this world's agenda to ensure a healthy tomorrow for everyone. Take action into your own hands. Educate yourself by going for regular examinations. You can save your own life and the lives of others."

-- Barry Bricken, BARRY BRICKEN

*"My personal view about **Fashion Targets Breast Cancer** is that this focus is needed to educate the public and make them aware of the progress that has been made and the ignorance that still remains*

- more -

CFDA Members' Quotes**Page 3**

about this disease.

My family has been touched twice by this cancer. In both cases, the victims survived. Both survivors underwent radical surgery, which perhaps could have been avoided if research was as diligent as today and education had been provided.

*There has to be more emphasis placed on the what, why and how of this cancer. **Fashion Targets Breast Cancer** can certainly keep this urgency and public awareness in focus."*

-- Salvatore Cesarani, CESARANI

"Breast cancer is a human issue. It affects us all. Women most directly -- and the men and children in their lives. This is a critical time in research when scientists are nearing the discovery of the gene. All of us at Nautica look forward to the development of improved diagnosis and treatments and the day of total cure."

-- David Chu, NAUTICA

"My mother was diagnosed with breast cancer when I was in junior high school. Early detection and her decision to receive a double mastectomy gave my family the blessing of her continued companionship. Today, she is a strong and supportive companion to my father, who is courageously waging his own battle against cancer."

-- Robert Comstock, THE COMSTOCK LOAD

"One of the most satisfying aspects of belonging to the CFDA is our collective ability as a membership to contribute significantly to important causes.

Clearly, we are in a unique position to bring attention to the increasing rate of breast cancer -- as well as the need for early detection -- and it is our obligation to assist in funding extensive research.

Having personally devoted time in the past to this cause, it is particularly satisfying to continue this effort under the CFDA leadership."

-- Angela Cummings, ANGELA CUMMINGS

*"During recent years, great strides have been made by researchers in helping to determine the best possible treatment for women with breast cancer. Despite this progress, much more has to be accomplished, requiring significant funding. We at Pamela Dennis are dedicated to supporting the **Fashion Targets Breast Cancer Initiative**."*

-- Pamela Dennis, PAMELA DENNIS Inc.

"My work is dedicated to women, to making them look and feel beautiful. Our entire industry depends on them. The CFDA is the only uniting force in the fashion industry, and, therefore, it's the perfect organization to support the fight against this insidious killer."

-- Stephen DiGeronimo, STEPHEN DIGERONIMO

"The fight against breast cancer is something we must face together. This is not just a women's issue... men must unite to provide support emotionally, financially and spiritually. The CFDA mission will create awareness, as designers, must convey the message through all our artistic endeavors. Women truly are our most precious gems."

-- Henry Dunay, HENRY DUNAY

"We are encouraged by the increased attention being paid to breast cancer research. It is the fashion

- more -

CFDA Members' Quotes**Page 4**

industry's responsibility to take a leading, proactive role in this fight. Together, we have made substantial contributions toward funding research and raising awareness for AIDS. We believe that we can and must do the same for breast cancer."

-- Mark Eisen, MARK EISEN

"Sam & Libby is a shoe company which caters to women of all ages. These same women will come in contact -- either themselves or through family or friends -- with breast cancer. Therefore, we are proud to support the Fashion Targets Breast Cancer Initiative, which will educate and inform many women today."

-- Libby Edelman, SAM & LIBBY

"We are pleased to be a part of the CFDA effort to fight a disease that takes too many lives of women in this country. It is only by pulling together that we can eliminate the fear and vulnerability to breast cancer felt by every woman in America about herself, her daughters and her sisters."

-- Carlos Falchi, CARLOS FALCHI

"We all need to work together and support those who are searching for a cure for breast cancer."

-- Alfred Flandaca, ALFRED FIANDACA

"As a woman, I care deeply about how other women look and feel. And as a female fashion designer, I feel a deep responsibility to help eliminate the most prevalent cancer plaguing women in the only way I know how, which is by way of my designs. I applaud the CFDA for giving designers the opportunity to raise the level of awareness about the reigning female health issue."

-- Han Feng, HAN FENG

"Breast cancer is a very personal subject for me, as a close friend is fighting this terrible disease. Early detection is our only defense. The fashion community is predominantly supported by women whose need is to look chic and attractive. Now we, as a group, must concentrate on the physical and emotional problems of these women who are the backbone of the industry. Whatever financial support we as an industry can provide is crucial towards the goal of eradicating breast cancer."

-- Jennifer George, JENNIFER GEORGE, Inc.

"Breast cancer affects all of us, our mothers, daughters, wives and sisters, and its impact is devastating. That's why all of us here at JOE BOXER are glad to support the CFDA's Fashion Targets Breast Cancer Initiative as it reaches out to everyone in the fashion community -- from the designers to those that wear the designs -- to fund research and hopefully someday to find a cure."

-- Nicholas Graham, JOE BOXER

"It should be every woman's priority to contribute to the fight against breast cancer."

-- Cathy Hardwick, CATHY HARDWICK

- more -

CFDA Members' Quotes**Page 5**

"Breast cancer is every woman's fear. Creating awareness and educating women are the first steps toward eliminating breast cancer in the future."

-- John Hardy, JOHN HARDY COLLECTION, Ltd.

"Breast cancer ravages both a woman's health and her feminine identity. In a society as advanced as ours, there can be no excuse for this disease. We must all work harder to find a cure. I am very proud to be a part of the CFDA's Fashion Targets Breast Cancer campaign."

-- Sylvia Heisel, SYLVIA HEISEL

"The CFDA's Fashion Targets Breast Cancer campaign has my full support. Breast cancer is a terrible disease that affects women of all ages, as well as their families. Hopefully, through increased awareness and research, a cure will be discovered. Hopefully, we can make a difference."

-- Carolina Herrera, CAROLINA HERRERA, Ltd.

"Breast cancer is a disease that affects so many women and is now reaching epidemic proportions. I think that it is wonderful that the fashion industry, which caters heavily to women, has taken a stand to support this cause."

-- Tommy Hilfiger, TOMMY HILFIGER U.S.A.

"We are proud to be a part of the CFDA's Fashion Targets Breast Cancer initiative and believe that it is important for all of us to work together to raise awareness. Hopefully, we can help ease the pain and devastation of this awful disease and make a difference in women's lives."

-- Lisa Jenks, LISA JENKS, Ltd.

"You'll feel better. You'll be happy that you gave some \$\$\$ to discover and decipher the what + why of breast cancer. Please help. Feel good. Thanks. XOX."
(text of Betsey Johnson sketch)

-- Betsey Johnson, BETSEY JOHNSON

"Fitness and health are the philosophies for women of the nineties. This also describes the fashion industry's recognition of how we relate to women's needs. Women's health and all efforts to prevent diseases like breast cancer must be the responsibility of the fashion industry."

-- Norma Kamali, NORMA KAMALI

"Which of us will it be? Who will be next? These are the questions that nag at the minds of every woman. By targeting the issue of breast cancer, the fashion designers of America are helping women overcome their fear of this disease. The new T-shirt makes it look cool to be concerned, to talk about monthly self-checks, to promote awareness and to fundraise to help find a cure for this disease."

-- Carey Adina Karmel, CAREY ADINA, Inc.

- more -

CFDA Members' Quotes**Page 6**

"Not only does this issue touch me personally, as my grandmother died of breast cancer, but it is also one of the biggest health issues for women today -- it is clearly a life and death matter."

-- Jeanette Kastenber, JEANETTE KASTENBERG

"I have met many women at trunk shows enduring breast cancer recovery. It is only natural that fashion should target breast cancer!"

-- Randy Kemper, RANDY KEMPER Corp.

"It really frightens me -- the number of women who are affected by breast cancer. There really has to be a serious, major commitment to fight the disease. We don't have any more time -- it's so crucial that we focus on whatever we can do -- and that we do it now."

-- Calvin Klein, CALVIN KLEIN

"My mother died from breast cancer. She was 64, in the prime of her life. She had it for 18 years, a long time, because treatment began to get better and better. I feel very close to this cause, living in daily fear myself. Women do not have to feel ashamed. The more awareness of this # 1 killer of women, the more tools will be available for early detection and ongoing treatment. I applaud the CFDA for tackling this problem."

-- Regina Kravitz, REGINA KRAVITZ

"Any and all efforts to raise funds for breast cancer research are terribly important -- I think it's great that CFDA is part of the effort."

-- Kenneth Jay Lane, KENNETH JAY LANE

"The Nina Hyde Cancer Research Center could be considered as worthy an opponent as David, and the devastation of breast cancer as relentless a foe as Goliath. Maybe one day the CFDA membership will be seen as the rock used to bring the mighty giant to his knees ... and stylishly no less."

-- Byron Lars, BYRON LARS

"The CFDA's Fashion Targets Breast Cancer initiative allows fashion's heroes the opportunity to reciprocate the support given to us by our largest audience, women."

-- Colette Malouf, COLETTE MALOUF, Inc.

"Breast cancer can be devastating to women and their families. The significance of CFDA's Fashion Targets Breast Cancer initiative cannot be overstated. Jessica McClintock, Inc. is proud to be a part of this important campaign."

-- Jessica McClintock, JESSICA McCLINTOCK, Inc.

"The destructive path that breast cancer follows not only affects the patient but family and friends. Each day, research unveils new and startling facts, such as genetic links and environmental patterns, that impact on how we battle this killer. It is important to continue our quest. I am pleased to join forces with the CFDA to raise awareness as well as contributions for one of the most important causes of our time."

-- Mary McFadden, MARY McFADDEN

- more -

CFDA Members' Quotes**Page 7**

"It is a very important issue since such a high percentage of women are getting breast cancer now -- and being in a women's industry, it is only fitting that we be concerned."

-- Nicole Miller, NICOLE MILLER

"Fashion Targets Breast Cancer is an initiative which is vital to the battle against a disease that has reached epidemic proportions."

-- Isaac Mizrahi, ISAAC MIZRAHI

"Breast cancer is a dreadful disease that every woman fears. As a united group, we have the ability, with all our creative energies, to turn this fear into strength and fight this disease. No woman should live in fear."

-- Rebecca Moses, REBECCA MOSES

"Breast cancer is an 'equal opportunity' disease: Its impact is as devastating and visible here as it is in Paris, Moscow, or even in my native land, the Philippines. In developing countries especially, the effects of breast cancer are exponential, for they affect not only the woman, but the family that often depends solely on her for support and nurturance. Couple this with the shame and cultural bias that are often associated with 'women's problems' and you've got a worldwide health crisis that affects entire families. That's why my husband Ken and I are so grateful to the CFDA for working to raise money for research, because every bit of progress we in the U.S. make in curing this disease will help prolong -- and save - millions of lives around the world."

-- Josie Natori, THE NATORI COMPANY

"Hopefully, with F.T.B.C., we can raise not only funds to help battle breast cancer but public awareness of preventative actions."

-- Todd Oldham, TODD OLDHAM

"I grew up with eight sisters and a mother, so women's health issues are more than just an abstract concern for me. The incidence of breast cancer is growing at an alarming rate, and this initiative targets the need for research toward a cure. I plan to be selling T-shirts as well as ballgowns at all my personal appearances this fall."

-- James F. Purcell, Jr., JAMES PURCELL

"The urgency of immediate attention to this epidemic cannot be overstated. We at Magaschoni are fully supportive of any effort to raise public awareness of breast cancer. We have all been touched by this disease and, therefore, feel a special need to become involved on an intimate basis."

-- Tracy Reese, MAGASCHONI

"With the aim of William Tell, I'm excited to be a part of the CFDA's program to target breast cancer. For far too long, this unpredictable cancer has struck too many valuable members of our community."

-- Kenneth Richard, KENNETH RICHARD, Inc.

- more -

CFDA Members' Quotes**Page 8**

"Too many have died, too many have suffered, too many live in fear. Cancer is the horror that is always with us. My closest friends have died from it, and we thought we were invincible!"

-- Gloria Sachs, MUSEUMS OF THE WORLD

"From my own personal experience with breast cancer, I know that there's no time to waste. Thank you, CFDA, for recognizing the urgency of the cause."

-- Harriet Selwyn, HARRIET SELWYN, Inc.

"In an industry whose very premise is the celebration of women, it is fitting that we turn our prodigious talents to so critical a cause as the breast cancer epidemic. A silent and devastating killer, breast cancer has been overshadowed of late by a media haunted by AIDS and an industry laid low by its ravages, but we must not forget this earlier plague."

-- Marcia Sherrill, KLEINBERG SHERRILL

"From executives to designers to seamstresses to runway models, we are in an industry dominated by women. Our customers are also women. There are few illnesses that can have as debilitating an effect on our industry as breast cancer. The CFDA could find no worthier cause to support."

-- Cynthia Steffe, CYNTHIA STEFFE

"The voice of the American fashion community has always been loud and resonant on issues of health, welfare and well-being. We are thrilled to stand with our colleagues in this fight!"

-- Steven Stolman, STEVEN STOLMAN

"I think that having a regular mammogram is the most important thing a woman can do to protect herself against this devastating disease."

-- Anna Sui, ANNA SUI

*"The CFDA's commitment toward raising funds for breast cancer research via **Fashion Targets Breast Cancer** is so important to all of us. With the ever-increasing incidence of breast cancer, it is vital that we become active in the battle against this disease. As a CFDA member, I am proud of the involvement we have undertaken, and all of us at TAHARI, Ltd. join together in our support of these efforts."*

-- Elle Tahari, TAHARI, Ltd.

"This industry is responsible for doing everything it can to help the women that support it. With the incidence of breast cancer on the rise, it's important that we target our considerable energy and resources to fight this disease."

-- Vivienne Tam, VIVIENNE TAM

"Fashion is Fantasy, Breast Cancer is Real."

-- Rodney Vaughn Telford, RODNEY TELFORD

- more -

CFDA Members' Quotes**Page 9**

"It is absolutely great that the fashion industry is taking the initiative to support the battle against breast cancer. Besides raising funds to fight the disease, the objective should also include increasing awareness and educating the public. Knowledge is usually the best preventive medicine."

-- Yeohlee Teng, YEOHLEE, Inc.

"Fashion Targets Breast Cancer: CFDA -- We Fervently, Totally, and Broadly Care."

-- Monika Tilley, MONIKA TILLEY, Ltd.

"I remember Nina so well! Her courage, her faith, her hope in getting well. She didn't -- but what an example she set, and how certain she was that a cure could be found. So, let's go -- let's do it -- let's find it!"

-- Pauline Trigere, PAULINE TRIGERE

"Since breast cancer is one of the most serious health threats for women today, I applaud groups like the CFDA who join forces to educate women about this deadly disease."

-- Richard Tyler, RICHARD TYLER

"The focus on early screening and mammograms have proven to be lifesavers, and the CFDA's contribution to research is of utmost importance to all of us in support of the battle against breast cancer."

-- Patricia Underwood, PATRICIA UNDERWOOD

"The important fight against this potential killer of women cannot be overemphasized. All of us, men and women alike, must be made aware of the necessity to support every effort of scientists to solve the riddle of breast cancer."

-- Joan Vass, JOAN VASS NEW YORK

"Breast cancer is a disease that affects women of all ages and all backgrounds. Every woman is vulnerable. The statistics are so high and the effects so devastating that it is vital to educate everyone about this illness. Fashion Targets Breast Cancer is a great way of doing so."

-- Adrienne Vittadini, ADRIENNE VITTADINI

"Since my own wife died of this disease, I feel deeply that this is a crucial battle for our industry to fight."

-- Ilie Wacs, ILIE WACS, Inc.

"As a woman, I am extremely concerned about the threat of breast cancer. As a business woman in the fashion industry, I wholeheartedly support the CFDA's Fashion Targets Breast Cancer initiative to raise research funds as well as the awareness level of all women and men who buy, sell and create fashion. As an industry, we can communicate, on a large scale, the importance of early detection through regular checkups, self-examination and further education."

-- Vera Wang, VERA WANG

- END -



GEORGETOWN UNIVERSITY MEDICAL CENTER

Vincent T. Lombardi Cancer Research Center

3800 Reservoir Road NW Washington DC 20007-2197
202 687-4596 202 687-4722 FAX

Current for 1994

THE NINA HYDE CENTER FOR BREAST CANCER RESEARCH

The Nina Hyde Center for Breast Cancer Research is part of the Vincent T. Lombardi Cancer Research Center, which was established at Georgetown University Medical Center in 1970 and is designated as 1 of only 27 comprehensive cancer centers in the country by the National Cancer Institute (NCI).

Named in memory of Nina Hyde, the former fashion editor of *The Washington Post*, the Nina Hyde Center was established in 1989 with initial grants from Ralph Lauren and *The Washington Post*. It is renowned for its innovative and comprehensive research program dedicated to finding a cure for this devastating disease.

The center's mission includes advancing the understanding of breast cancer cell growth, improving the diagnostic techniques used in breast cancer detection, and developing and translating promising basic science findings into meaningful new therapies for women with breast cancer or those at high risk for the disease. Current research directions include:

- ◆ **Pentosan**, a drug discovered by Lombardi scientists that has been found to inhibit the spread of breast cancer in a laboratory setting. It is now being tested in Phase II clinical trials.
- ◆ **Taxol**, an exciting new drug available in limited quantities. The Lombardi Center is one of only a few centers where it is available to patients with advanced breast cancer.

- more -



A National Cancer Institute Designated Comprehensive Cancer Center

- ◆ **Immunology Studies** are underway at the Lombardi Center to test the evidence that certain cells, called T-cells, may facilitate the growth of breast cancer tumors when they become deficient. Patients at Georgetown are currently donating blood to test this theory. If it is proven true, it may be possible to design a gene therapy to correct this problem.

Recognizing the excellence of the research underway at the Nina Hyde Center for Breast Cancer Research, the NCI cited the Lombardi Center as a *Specialized Program of Research Excellence* (SPORE). NCI director Dr. Samuel Broder praised Georgetown's program for its *"outstanding and innovative approach to breast cancer research and therapeutics that will no doubt be extremely productive."*

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Fashion

NEW YORK — The fashion industry is headed for Washington, but not to lobby the government for any special legislation.

The Council of Fashion Designers of America is launching its "Fashion Targets Breast Cancer" initiative this month, a huge effort that's marshaled the support of more than 45 retailers, 37 magazines and the White House.

The campaign will be launched on Sept. 19 with a White House reception hosted by Hillary Rodham Clinton.

The centerpiece of the project is a limited-edition white T-shirt with a target and the words "Fashion Targets Breast Cancer." Stores pay \$10 for each shirt, \$5 of which goes to the Nina Hyde Center for Breast Cancer Research at the Lombardi Cancer Center at Georgetown University Medical Center in Washington, D.C.

The shirts will retail for \$15.

With 400,000 T-shirts going on sale at the end of the month in 2,000 stores, the effort has the potential to raise at least \$2 million.

The Sept. 19 reception "is to honor the CFDA and Ralph Lauren's efforts to find a new way to raise funds for such a worthy cause," said Ann Stock, the White House social secretary. "We salute their ability to pull everyone together."

Breast cancer is a particular concern at the White House. President Clinton's mother, Virginia Kelly, died of the disease in January.

Lauren, chairman of the CFDA effort, established the Nina Hyde Center in 1989 to honor the Washington Post fashion editor, who died of breast cancer, in 1990.

"It's just the beginning of the campaign. I want it to grow and get stronger," said Lauren, who noted that the industry is committed to continued efforts in the coming years.

"The goal is to make sure it's a success, that consumers go and buy those T-shirts. It's not a miraculous T-shirt," said Lauren, "it's just a nice clean T-shirt that both men and women can wear, but the cause — a cure for breast cancer — would be miraculous."

"In this case, we are dealing with women, so designers should be involved. We are out to make women look beautiful on the outside, so we can make them look beautiful on the inside, too," said Lauren.

"As designers, we dress the women of the world, we design things close to the body, so it's a natural effort for us to be involved with," said Stan Herman, CFDA president.

FASHION TARGETS BREAST CANCER

JOIN AMERICA'S LEADING FASHION DESIGNERS IN FINDING A CURE FOR THE DISEASE THAT STRIKES ONE AMERICAN WOMAN IN NINE.

YOUR PURCHASE OF THIS LIMITED EDITION BULL'S-EYE T-SHIRT WILL RAISE FUNDS FOR THE NINA HYDE CENTER FOR BREAST CANCER RESEARCH.

ABRAHAM & STRAUSS, BACTIONS, BERGDORF GOODMAN, BLOOMINGDALE'S, BON MARCHÉ, BULLOCK'S, BURDINES, CASTNER KNOTT, COLDWATER'S, DE L'ORÉCIES, DELLARD'S, EMPORIUM, FRUITS, GAYLERS, GLASS BLOCK, HECHT'S, HENNESSY'S, HUDSON'S, I.MAGNIN, JOSLINS, J.B. WHITE, LAZARUS, LION, LORD & TAYLOR, MACYS, MASON BLANCHE, MARSHALL FIELD'S, MC ALPIN'S, MCRAE'S, NEIMAN MARCUS, NORDSTROM, PARISIAN, POLO RALPH LAUREN, PROFITTT'S, RICKY'S, ROOTS, SAKS FIFTH AVENUE, STERNS, STONE & THOMAS, THE BROWNE, THE JONES STORE CO., NEWSTOCK'S, WOODWARD & LOHMEYER, WYLANDERS

The public service advertisement featuring Cindy Crawford photographed by Andrew

About 150 retailers, designers and magazine editors speak are Dr. have been invited to the White House reception.

"This isn't a Washington-type event, but some administration people have been invited," said Stock. They include Ron Brown, secretary of commerce, and Donna Shalala, secretary of health and human services.

Also invited is Kathryn Graham of the Washington Post and the late Nina Hyde's husband, Lloyd, and members of her family. The Post and Graham were involved in the initial funding of the Nina Hyde Center, according to Lauren.

The day after the reception, a press conference will be held at Georgetown Medical Center. Scheduled to

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speak are Dr. Marc Lippman, director of the Lombard Cancer Center, who will discuss research efforts and plans for the funds; Lauren, about Nina Hyde, and Fern Mallis, CFDA executive director, who will introduce fashion designers in attendance and provide details of the CFDA's initiative.

Unlike the CFDA's previous 7th on Sale events for AIDS charities, this campaign directly involves the retail community.

"This is different from our 7th on Sale event for AIDS because we've already sold the T-shirts to the retailers. Now we just have to get out there and help the retailers sell them," said Mallis.

Lauder Raises the Stakes in Breast Cancer Battle

NEW YORK — The Estée Lauder Cos. is out to prove that cosmetics is about more than looking good.

Lauder, one of several beauty companies raising money for breast cancer research, has created special merchandise not only to generate funds but to spread awareness of the disease.

For the first time, two Lauder divisions — Estée Lauder USA and Clinique — will donate the profits from special makeup items to breast cancer research. Previously, the divisions distributed pink ribbons, which symbolize the battle against breast cancer, and asked customers for contributions to the cause.

The other two women's cosmetics divisions of Lauder — Prescriptives and Origins — will focus on disseminating information on the disease this year, which is National Breast Cancer Awareness Month. Each division will give away pink ribbons.

The effort is being spearheaded by Evelyn H. Lauder, the firm's senior corporate vice president, who raised \$18 million to build and endow the Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center.

The money raised this year for the Breast Cancer Research Foundation, which Lauder founded, will benefit eight cancer centers across the country.

Now that the endowment is completed, the foundation is focusing on the information campaign, which will include institutions across the U.S., Lauder said. "Women are

being treated in a very inconsistent pattern. We're trying to raise the standard."

Lauder said she expects to top last year's campaign, which raised \$200,000.

The Lauder division, which began the corporate effort in 1992 by distributing 1.5 million pink ribbons, will offer Pink Ribbon All-Day Lipstick and Powder Blush.

Robin Burns, president and chief executive officer of Estée Lauder USA, noted that with 10,000 beauty advisers, the division's contribution can be two-fold. "We can raise money. We can educate women," she said.

Some retailers, such as Ulane's, will donate their entire profit from the items to the foundation, Lauder said. Others will give a portion to the foundation and a portion to the Breast Cancer Research Foundation. "We're not just raising money, we're also educating women," Lauder said. "We're making it available to all women."

All net proceeds from the sale of Long Last Lipstick in Berry Kiss and a green lipstick case will go to the foundation. Bristle said he hopes to sell about 50,000 units of the item, which will retail for \$7.50 instead of the regular price of \$12.50.

Origins will hold "well-being seminars" at nine of its stores. Doctors from local breast cancer centers will give talks, answer questions and encourage women to sign up for mammography screenings, according to Mark O'Berski, executive director of retail stores at Origins. Last year, the division held seminars in six of its freestanding shops.

In the week following the events, O'Berski said the stores will donate 10 percent of their sales to local breast cancer facilities.

At its department and specialty store locations, Origins will focus on information, handing out cards on detection and treatment of breast cancer.

Prescriptives is also going the information route. The division is stocking its counters with almost 100,000 cards listing toll-free numbers for the National Cancer Institute, the American Cancer Society, Y-Me National Breast Cancer Organization, Look Good Feel Better, the Plastic Surgery Information Service.

In addition, the informational division is starting a "Pink Ribbon" campaign in New York City and New Jersey. "We're going to be very visible," Lauder said. "We're going to be very loud."

— Julie L. Belove



Estée Lauder's head of retail marketing products.

T-Shirts for a Cure

"The event is meant to bring people into the stores," he added.

"By bringing in the retailers, the whole fashion industry is involved," said Lauren.

To assist in the sale of the T-shirts, and to elicit further contributions, the CFDA has organized an extensive public service campaign, including:

- Public service announcements in 37 magazines.
- Commitments from 14 magazines to run editorial features about breast cancer or the T-shirt or both.
- A promotional video at point-of-purchase.
- Counter cards, posters and special hangtags for retailers.
- Designer-autographed T-shirts to be used as part of

The video features some fashion show footage and many industry powerhouses, including Bill Blass, Carolina Herrera, Richard Tyler, Betsey Johnson, Anna Sui, Isaac Mizrahi and Adrienne Vittadini, holding up the shirts and stating, "Help us target breast cancer." Richard Tyler is shown wearing the T-shirt during his post-show runway walk.

Retailers are also doing their part to promote the cause. Plans include floor displays, windows, local radio and TV spots, mobile mammogram units at the stores, designers signing T-shirts and celebrity appearances.

All 220 Federated Department stores will be selling a total of 40,000 T-shirts, said Tom Cole, president of Federated Merchandising.

The shirts will be sold on the main floor in a key location. Each store will handle the promotional events locally, said Cole.

Lord & Taylor, a division of May Department Stores Co., plans to interface with local breast cancer representatives where our stores are located and have them provide information for the consumer," said LaVelle Olexa, vice president of fashion merchandising.

Lord & Taylor purchased more than 5,000 T-shirts to go in 15 locations.

At Macy's, the T-shirts will be featured in the 34th Street windows of the Herald Square flagship. Macy's also plans in-store breast cancer seminars in its Atlanta, Washington and New York stores.

Some 50,000 T-shirts will be sold at Ralph Lauren Polo stores and selected factory outlets.

The shirts will be presented in the windows of both the mansion

Ralph Lauren's mission. He had done his homework.

"When the money is spread out, it doesn't have the same impact as it does this way," added Dell'Olio.

Lauren met Dr. Lippman after Nina Hyde was first diagnosed with breast cancer. Hyde wanted to do something for breast cancer, but was having difficulty getting the help she needed, so she enlisted Lauren's aid.

"I had been in the hospital with a brain tumor, so I was very sensitive to what was going on when Nina told me she had breast cancer. I knew what it was like to be sick," Lauren said.

"Nina had been working with Dr. Lippman on experimental treatment. He was well known in his field, but not nationally when I met him," he added. "After I spoke with him, I believed that we could cure breast cancer in our lifetime. I was very impressed by his

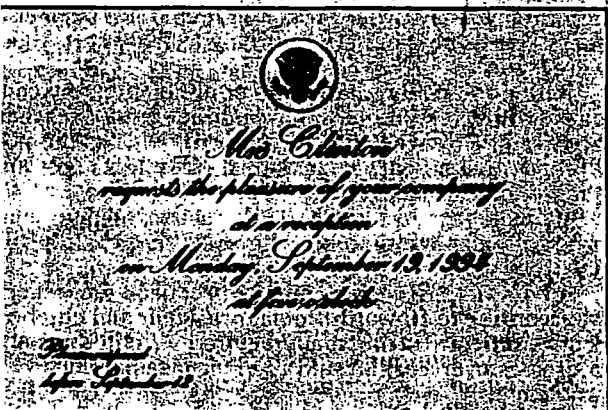
Shoes on Sale

NEW YORK — The shoe industry is also stepping out to raise money for breast cancer.

The Fashion Footwear Association of New York's "Shoes on Sale" event will take place Oct. 6, 7 and 8 under a 12,000-square-foot tent in Central Park at 60th Street and Fifth Ave.

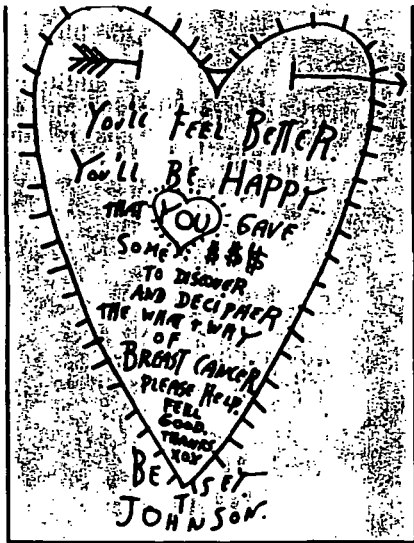
More than 30,000 pairs of current fall shoes have been donated by 57 FFANY members. Tickets for a two-hour shopping period are available through Ticketmaster for \$10. Shoes will be offered at 50 percent off suggested retail prices.

We expect to raise about \$1 million, and pro-





invitation to the White House reception on Sept. 19 (top); a designer autographed CFDA T-shirt, and designer Betsey Johnson's message about breast cancer.



store promotions.

The CFDA also has the support of Evian Natural Spring Water, chief underwriter of the project.

"We are assisting the CFDA in underwriting the costs associated with production of the T-shirts and the publicity surrounding it to help get the news out about this cause," said Mark Rodriguez, chairman and ceo of Great Brands of Europe, importer of Evian.

The ads were created pro bono by Fabien Baron and his agency, Baron & Baron, with top fashion photographers and models donating their efforts.

The three-minute point-of-purchase video was edited from 11 hours of footage and produced at cost by Steve Gold Productions.

The video — filmed primarily behind the scenes during the 7th on Sixth fashion shows last April — features designers such as Lauren and Donna Karan, a co-chair of the event, speaking about breast cancer. Designers and co-chairs Louis Dell'Olio and Oscar de la Renta relate personal experiences: Dell'Olio talks about designer Anne Klein's death from breast cancer and de la Renta tells about the death of his first wife, Francoise, from the disease.

Top fashion models such as Cindy Crawford, Kate Winslet, Meghan Douglas and Claudia Mason are also highlighted.

and Polo Sport, and we are buying special fixtures, which will go on the main floor of Polo Sport," said Charles Fagan, managing director of the New York stores.

Another distinction between 7th on Sale and the breast cancer initiative is that the proceeds will all go to only one institution: the Nina Hyde Center.

The proceeds from the New York 7th on Sale fund-raiser, \$4.2 million, were distributed to two AIDS efforts. About \$2 million went to the New York City AIDS Fund and the remainder was used to establish the CFDA-Vogue Initiative/New York City AIDS Fund.

The \$2.6 million raised in the San Francisco 7th on Sale was distributed through DIFFA, the Design Industries Foundation for AIDS, to support area AIDS organizations.

"At first we thought we would involve the National Alliance of Breast Cancer Organizations to do grants like 7th on Sale. But we decided that for breast cancer it would do the most good to give the money to research," said Mallis. "And when we met and heard Dr. Marc Lippman speak, all of us decided that Nina Hyde was the place to go and we trusted

proceeds will go to four breast health organizations," said Libby Edelman, executive vice president of Sam & Libby, and committee chairperson.

The four organizations are the National Alliance of Breast Cancer Organizations, the American Cancer Society, the Virginia Clinton Kelly Foundation and the Strang Cornell Breast Center.

President Clinton and Ruth Whitney, editor of Glamour magazine, are honorary chairpersons. Co-chairs are Jerome Fisher, chairman of Nine West Group Inc., and Dick Jacobson, president of FFANY.

Kicking off the shoe sale is a gala at the Plaza Hotel on Oct. 8, sponsored by Glamour. Other sponsors are The New York Times, Harper's Bazaar, Self magazine and Marchchild Publications.

dedication and spirit."

Lauren organized a cocktail party while Hyde was still alive.

"I sent letters to all the designers, and everyone we knew. Nina never gave up hope and I didn't think that she would die. She was a really terrific lady, who took care of everybody, the kind of person who was very helping," said Lauren.

The Nina Hyde Center has the largest breast cancer research staff in the world, according to Lippman. Lippman said that what makes the center unique is "a very tight integration between converting scientific observations into new clinical trials."

A majority of the CFDA proceeds will be used for these trials, said Lippman.

"Our major goal is to get new therapeutic approaches to women with breast cancer. This is not about awareness, although that is important, but about the treatment of the disease," he said.

"In the last few years, there has been a revolution in the understanding of how cancer cells operate. It's been discovered that a series of proteins are responsible for making cancer cells behave the way they do.

"We are developing therapeutic strategies to affect the way protein works or to block their creation. We have been successful in treating lab animals with human breast cancer growing in them.

"We want to take this from animal treatment to human. We are very close to having new biological therapies for breast cancer."

Lippman said the treatment "will get at breast cancer cells growing all over the body," and added, "We want to get into every nook and cranny of the body."

— Alice Welsh

PHOTOS BY

Ready to Run

NEW YORK — Ralph Lauren has his running shoes ready.

Lauren, chairman of the CFDA's "Fashion Targets Breast Cancer" initiative, might be sticking around after the White House reception on Sept. 19 for a jog with President Clinton the next morning, according to sources.

If the run comes off, Ralph and the President will don the CFDA's fund-raiser T-shirt and hit the pavement.

Clinton's workout plans are very spur-of-the-moment, and a run with the designer isn't a done deal yet, but Ralph had better stay limber. The runs are strenuous — more than one gasping Congressman has lasted just long enough for the photo op before fading.

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Chicago Tribune

May 7, 1990, Monday, NORTH SPORTS FINAL EDITION

SECTION: CHICAGOLAND; Pg. 7; ZONE: C

LENGTH: 393 words

HEADLINE: Nina Hyde, 57, fashion journalist

BYLINE: Associated Press

DATELINE: WASHINGTON

BODY:

Nina Hyde, who as The Washington Post's fashion editor shared wine with Yves Saint Laurent, her recipes with Bill Blass and her tears and pain with Ralph Lauren, Geoffrey Beene, Calvin Klein, Oscar de la Renta and Donna Karan, died Friday. She was 57.

But before she died, they and 10 other designers shared their pocketbooks in her honor. Lauren and his friends founded the Nina Hyde Center for Breast Cancer Research than a year before she succumbed to the disease.

She had trooped the world with them, to the showrooms of Paris and New York and Tokyo, and even Beijing. But Nina Solomon Hyde had her own style.

She didn't own a pair of high heels, wore a Swatch Watch picked up years ago at an airport novelty shop, and sometimes would show up in the same outfit three times a week. Her wedding ring was usually her only jewelry.

"Clothes," she once observed, "are important as another way of looking at ourselves. They are as revealing as how we vote, what we eat, what we choose to see at the movies. To me, that is why writing about clothes is important."

To that end, Mrs. Hyde tried to address herself to the general reader, "the one who doesn't know how to cope with all the choices out there. The one who is stunned by the prices. The one who is looking for some reality in the fashion business. The one who is looking for some help."

In recent years, she devoted her experience and energies to a more compelling concern of women - detection and treatment of the disease which was to kill her.

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In 1982, she said, a mammogram was misread at a time when her chances for full recovery would have been 90 percent. The mistake was not discovered for three years, when her cancer had spread to more than a dozen lymph nodes.

Her crusade prompted Lauren, a longtime friend who himself has recovered from a life-threatening tumor removed from the lining of his brain, to launch the research facility in her name at the Georgetown University hospital. Sixteen other major designers kicked in.

Mrs. Hyde, once a writer at Women's Wear Daily, came to Washington in 1961 when she married Lloyd Hyde, a childhood friend, and soon joined the Washington Daily News. She moved to the Post in 1972 when the News closed.

She is survived by her husband and two daughters: Jennifer Hyde of Washington, and Andrea Hyde of San Francisco.

LANGUAGE: ENGLISH

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The New York Times

May 6, 1990, Sunday, Late Edition - Final

SECTION: Section 1; Part 1, Page 44, Column 1; Metropolitan Desk

LENGTH: 674 words

HEADLINE: Nina Hyde, 57, a Fashion Editor Who Became a Pacesetter, Is Dead

BYLINE: By BERNADINE MORRIS, Special to The New York Times

BODY:

Nina Hyde, the fashion editor of The Washington Post and a pacesetter in the fields of style and fashion, died Friday night after a long bout with breast cancer at the Georgetown University Hospital in Washington. She was 57 years old and lived in Washington.

Since Mrs. Hyde was found to have cancer five years ago, she worked ardently to call attention to the disease, raising nearly \$2 million for Georgetown University Medical Center, which established the Nina Hyde Center for Breast Cancer Research last year.

In March she organized a benefit at the new Chanel boutique at the Willard Hotel in Washington for which 350 people paid \$350 a ticket. The evening raised more than \$50,000 for the Nina Hyde Center and an equal amount for Look Good . . . Feel Better, a separate counseling program that helps women after chemotherapy and radiation treatments.

As a reporter, Mrs. Hyde was known for covering fashion as intently as if she were covering a war, searching for the sociological significance of such trends as the development of the punk style in London.

Style of Protest Movement

Her article on that phenomenon helped draw attention at the end of the 1970's to the protest movement among the young. It also helped alert retailers to the London street scene.

She traveled through Europe and the Far East for exhaustive studies of the history of silk and of wool, with her analysis appearing in National Geographic. She was also noted for her "Ins and Outs" column on New Year's Day, which covered political and social trends as well as fashion.

She also conducted a lecture series at the Smithsonian Institution, with guests like the designers Issey Miyake, Norma Kamali and Sonia Rykiel.

But she was not averse to offering mundane, sensible advice to women on how to dress. Short skirts look younger than long ones, she believed. Classic shapes are good investments, she said. She advised her readers to buy clothes on sale and at discount. She herself usually wore black dresses and very little makeup.

The daughter of Dr. Harry A. Solomon, an internist, and his wife, Ruth, she was born in Manhattan and graduated from Smith College. One of two women accepted at the time for New York University's Law School, she dropped out to work for McCann-Erickson, the advertising agency, and the Maidenform Brassiere Company. Later she joined Women's Wear Daily as the corset and brassiere editor. In 1961, after marrying Lloyd Hyde, a real estate developer, she moved to Washington where she wrote a column, "Hyde & Chic," for The Washington Daily News. After that newspaper's demise she joined The Washington Post, in 1972.

Celebrities Honor Writer

In 1986, when the Fashion Group decided to honor her at a formal dinner raising money for the group's scholarship fund, she insisted that some proceeds go toward AIDS research. More than 800 people paid \$150 to attend, including fashion designers like Bill Blass, Calvin Klein and Ralph Lauren from New York, Carla Fendi and Rosita Missoni from Italy and Jacqueline de Ribes and Thierry Mugler from Paris.

Fashion designers have been major contributors to the Nina Hyde Center for Breast Cancer Research. Mr. Lauren was host at a cocktail party two years ago and donated \$100,000 to get the fund started. Other supporters include Oscar de la Renta, Calvin Klein, Donna Karan, Issey Miyake, Christian Lacroix and Yves Saint Laurent and the Chanel company.

Mrs. Hyde received the Eugenia Sheppard Award for outstanding fashion reporting by the Council of Fashion Designers of America in 1988 and she was made a Chevalier des Artes et Lettres in Paris last October.

In addition to her husband, she is survived by two daughters, Jennifer, of Washington, and Andrea, of San Francisco; her mother, Ruth Solomon of New York; a brother, Howard Solomon of Bethesda, Md., and a sister, Marquise Sue de Brantes, of St. Armand Lepypre, France.

The funeral will be held at 11 A.M. Monday at the Washington Hebrew Congregation at Macomb Street and Massachusetts Avenue.

GRAPHIC: Photo: Nina Hyde (The Washington Post)

LANGUAGE: ENGLISH

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The Washington Post

May 6, 1990, Sunday, Final Edition

SECTION: STYLE; PAGE F1

LENGTH: 1754 words

HEADLINE: Appreciation;
In Her Own Inimitable Fashion;
The Generosity and Style of Washington Post Fashion Editor Nina Hyde

SERIES: Occasional

BYLINE: Jura Koncius, Martha Sherrill, Washington Post Staff Writers

BODY:

The Style of Nina Hyde. She didn't own high heels. She wore a Swatch Watch for years that she'd picked up at the airport. She didn't put on much makeup, and she taught a couple of us to bite our nails. When she found a favorite outfit, she'd often wear it three times a week. She kept a pair of silver earrings – cone-shaped snail shells – in the top drawer of her desk for TV interviews. Usually they were the only jewelry she wore besides her wedding ring.

She was a city girl. She was handsome, beautiful. She spoke with an old-line voice from the Upper East Side where she was raised. Nina, who died Friday night after a long battle with cancer, had style but taught us all about substance instead.

She would always drag us out, her assistants past and present, to lunches at the O'Mei Restaurant – around the corner from The Post – to celebrate anything. And before long, we'd become each other's friends, each other's bridesmaids. We'd throw baby showers for each other and we would laugh hard when we told The Nina Stories.

We would mythologize. Nina, The Fashion Editor With a Social Conscience. Nina, The Queen of the Cleveland Park Yard Sales. Nina, The Impossible. Several assistants hadn't lasted long. One, more fragile than the rest – we always reminded Nina – had a nervous breakdown after a strenuous fashion shoot in New York and was never heard from again.

The shoots provided the most material. We'd go on about models wearing fur coats in 100-degree weather. About staying up half the night with Michael Borden – Nina's New York stylist and The Funniest Man Alive – taping the soles of new shoes so they wouldn't scuff. About how we'd put on cocktail hats with veils and gotten stuck

in clothes sometimes two sizes too small. About hitting Studio 54, or Xenon or the Palladium, with Nina. About how she'd interview people there as though she were Margaret Mead on an expedition.

Nina never was as frivolous as the subject she covered. She lived like a Yankee. She cared nothing for china or linens, silver or decorating or status cars. She cared nothing, really, for things. If you admired something, she might

give it to you. She'd lend anything she owned. She had a homemade black taffeta skirt at least 15 different women have worn, and which Patsy Rogers in the Home section still has in her closet because Nina told her to keep it. And when you gave Nina a present, she'd often give it away to somebody else. There was a polished antique leather box that her former assistant Kathleen Stanley gave her one year, and that Nina confessed months later that she'd handed over to Ralph Lauren as a house gift.

She shared her gossip, her thoughts, her contacts, her bran muffins. She smuggled us into parties. She showed us her mail. She bragged about us to her friends. She wanted us to meet Bill Blass, Ralph Lauren, Calvin Klein. When Diana Vreeland called, Nina would whisper: "You want to hear her voice? Pick up your extension -- go ahead, listen in."

And she shared her courage; watching her in action made us feel stronger. She could pull out a note pad even at the most awkward moments, and ask the tough questions. We watched her try on wigs when her hair fell out, and buy a cane when it got hard to walk. She even gave fashion tips to nurses while she got chemotherapy. She stood before hundreds of people and talked about her terminal cancer. Until several months ago, she was flying around giving speeches, appearing on television. She came into work just a few weeks ago and wrote her last Fashion Notes column.

Sunday Fashion Notes. It was like a running journal of Nina's life. Since 1976, she wrote every week. She called in columns, when she was dog-tired and depressed, from the shows in Milan and London and Paris. She called in from Beijing when there weren't supposed to be telephones there. She called from India, from Tibet, from Africa, from Australia, from Grenada and from a spa in Baja, Mexico.

She adored her job -- both as fashion editor of The Washington Post, and as a freelancer on far-flung assignments for National Geographic. "I have the greatest job in the world," she'd always say, which might be why she was never not working. This could drive you crazy. She got to work two hours before anyone else -- and turned the lights on in the Style section every morning. At restaurants and shopping malls, you'd find her cornering somebody -- like a woman in a yellow suede miniskirt -- for a quote. An outfit she'd seen as she was walking to lunch would become something for her Wednesday shopper column, originally called Cheap Frills and Glad Rags, then just Cheap Frills, then Capital Assets and then Try It!

She knew fashion -- the business, the trends, the designers, the dirt -- but she didn't always buy it. She'd say: "It isn't fashion until somebody wears it." And to Nina, her job wasn't just reporting The Important Sweater that was chic in Paris, or where you could find a Chanel knockoff bag for under \$ 25. She believed in what she saw around her. She believed in shopping discount stores. She believed in wearing what you had in your closet. Her favorite story she'd written for the paper was called "Black Style," which ran in 1980. "To be brought up Black and clothes-conscious in urban America is virtually redundant" was Nina's lead.

"Nina's People." That's what Ben Bradlee used to call the hordes of wannabes who lined up on Wednesday mornings for 10 minutes of Nina's frank fashion advice. They came with batik ties, leather ponchos, denim furs. The jewelry was usually hard to look at. But for those with a sign of talent, Nina was generous

with encouragement.

There were other Nina People. You came to know them. You became one. She had a universe of loyal friends. And a galaxy of people she helped along the way. She loved them, they worshiped her. Some were la-di-da Washington cave dwellers and French aristocrats. There were good ol' boys at National Geographic and international photographers. There were no-nonsense housewives she'd met along the road -- parents of her daughters' friends. There were gay men, fashion types, and old battle-ax garmentos from Seventh Avenue. Designer Issey Miyake would call from Tokyo. The Maharani of Jaipur from India. Bill Blass from his country house with a joke he'd heard -- or his meatloaf recipe. For years, Geoffrey Beene sent postcards from around the world.

She was motherly without meddling. After she found out one assistant, who was new to town, lived down the street from Bob Woodward -- then unattached -- she wangled an invitation to the Metro section Christmas party because it was being held at his house. She later introduced them so many times that Woodward had to say, finally: "Nina, we've met."

She seemed almost shy sometimes. She never wanted to talk about herself, she wanted to know about you. And, as she had with her daughters, Nina encouraged her assistants to be independent. To travel. To see new things. To rely on ourselves, not our husbands or boyfriends.

And she stood by us. She encouraged us to move on at the newspaper -- to write or edit -- even when it meant losing someone she valued and having to train a new assistant. She wrote us letters of recommendation. She helped us get jobs, then threw parties for us when we got them. She gave us rides home. She would have had us to dinner every night, if she could. And she believed in us, it seemed, when nobody else did.

Her friends would flock faithfully to every Nina Event -- her lecture series at the

Smithsonian, her fashion symposiums at Constitution Hall, the designer lectures at The Washington Post, and the many parties honoring her, which for the last 4 1/2 years that Nina struggled with breast cancer seemed almost like a monthly affair.

And they'd even turn up at her yard sales, an annual ritual. Her assistants and friends would gather at dawn with their wares, in her Cleveland Park back yard. First we'd eat doughnuts. Then we'd begin dealing with the people who showed up -- sometimes before 7 a.m. Nina's items never sold too well. And they were not what you'd expect from some glitzy fashion editor. A broken movie projector. Ugly vases from all the flowers she'd gotten. Dusty napkins and greeting cards from a party store that she and Lloyd, her husband, owned when they first came to Washington. Nina was famous for haggling with customers. There'd be old paperbacks she was selling for 25 cents each, and when one was finally purchased for 10 cents, she'd throw it into a glossy shopping bag from, say, Jean-Paul Gaultier in Paris.

We'd do anything for her. We'd bring guest towels to her parties. Our husbands mowed her lawn. When Nina needed her suede jacket cleaned, our job became finding the best leather cleaner in Washington, and then Nina would write a Fashion Note about it.

We transcribed totally incomprehensible interviews she'd had -- half in French or Italian -- with The Fashion Greats. We'd hear wine glasses clinking in the background. We heard Yves Saint Laurent's bulldog, Mougique, breathing heavily under the table. Once, we even transcribed a reading of Nina's tarot cards, a copy of which remained in her file drawer for 10 years under the heading: Spooky Tunes.

And we'd do anything to make her laugh. We fooled her with fake phone calls -- "Would you hold for Halston, please?" asked an assistant calling from the Post cafeteria. We put on outrageous clothes. And in 1986, during the weekend of "The Nina Hyde Tribute" when hundreds of big-name designers and store presidents and celebrities flew in from around the world to honor her 25 years as a fashion editor ... we roasted her. We Xeroxed pictures of Nina and stuck them around the walls: a young Nina in Paris sitting reverently at the bedside of Madame Vionnet. Nina in her "penguin dress." Nina and Karl Lagerfeld's ponytail. Nina joking around with Calvin.

We told The Nina Stories. We called it "A Tribute to Anita Heinz." We gave her a cake with her portrait in chocolate frosting.

On her last birthday in September -- her 57th -- a few friends gathered at the home of Betty Ann Ottinger, one of her closest friends. Her daughters, Jennifer and Andrea, came, her brother, Howard, her husband, Lloyd. And there were several former assistants, and the current one, Julie Bresnick. The next day, Nina sent one of us this message in the computer:

"I know this sounds nuts, but last week was one of the worst weeks in my life, and my birthday was one of the best."

GRAPHIC: PHOTO, NINA HYDE WITH DESIGNER CALVIN KLEIN IN 1986. RICH LIPSKI; PHOTO, SUSAN ROLONTZ; PHOTO, HARRY NALTCHAYAN

LANGUAGE: ENGLISH

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May 5, 1990, Saturday, Final Edition

SECTION: METRO; PAGE B7

LENGTH: 1386 words

HEADLINE: OBITUARY;
Post Fashion Editor Nina Hyde Dies at 57

SERIES: Occasional

BYLINE: Martin Weil, J.Y. Smith, Washington Post Staff Writers

BODY:

Nina Hyde, 57, fashion editor of The Washington Post since 1972, who was praised, honored and admired both as a journalist and for the tenacious battle she waged against cancer, died of the disease last night at Georgetown University Hospital.

In almost 30 years of covering fashion, Mrs. Hyde won recognition for honesty, hard work and high personal standards that, in the words of one commentator, helped bring new credibility to her subject and new dignity to the job of writing about it.

A serious and perceptive woman, she viewed fashion as possibly the third-largest industry in America and also as "another way of looking at ourselves" as individuals and as a society.

Mrs. Hyde viewed her role as that of an interpreter rather than a dictator. A warm-hearted, down-to-earth woman, she was concerned about providing her readers with information needed to dress comfortably, practically and stylishly.

As highly regarded a journalist as she was, in recent years she aroused admiration that verged on awe for her fortitude in the face of her illness and for the fervent missionary efforts in behalf of research and better treatment.

The circumstances surrounding the detection of her breast cancer were particularly tragic. In 1982, she said, a mammogram — designed to screen for breast cancer — was misread. The error was not discovered for three years, when biopsies revealed that more than a dozen lymph nodes were involved.

Had the cancer been detected in 1982, she said, she would have had a 90 percent

chance of living normally for 20 years. At the time it was found, she said, she was given a 10 percent chance of surviving for five.

"When I was first told I had breast cancer -- after I threw a pen across the newsroom -- I decided to keep my problem to myself," she once wrote. " . . . I was strong -- I am strong -- and I felt that with the help of my doctor, my family and a very few intimate friends, I could deal with it alone

"Now I've come to the point where I can talk about my cancer, and I talk a lot

The statement was prepared for a fund-raising event last year at which fashion designer Ralph Lauren kicked off a drive to raise \$ 500,000 for a Georgetown University facility to be named the Nina Hyde Center for Breast Cancer Research.

Nina Solomon Hyde was born in New York City, where her father was a physician. Medicine was suggested as a possible career for her.

But during summers at her father's office, she said, she "would sit in a corner and be so unhappy when I saw somebody who was sick."

Her high school classmates proved prescient. The yearbook predicted that she would be editor of Vogue.

After graduating from Smith College and taking a stab at law school, she joined an advertising agency and then did research for Maidenform, the brassiere company.

Another job or two and "there I was, knowing the difference between a long- and a short-line bra, wondering who would need someone with that knowledge."

It was Women's Wear Daily, which was looking for a corset and brassiere editor. Mrs. Hyde then worked for the Tobe Report. In 1961, she married Lloyd S. Hyde, a childhood friend, and came to Washington.

Within a year she was assigned to start a fashion page at the old Washington Daily News. Describing herself as intimidated at the outset, she said she began with lots of pictures and few words.

As her confidence grew and her domain expanded, she began writing a column called "Hyde and Chic." When the Daily News declined to send her abroad, she spent her own money on air fare to European fashion shows, and cut costs by staying with friends.

Aware that Washington viewed fashion as somehow suspect on grounds of frivolity, she worked hard to find news pegs and social significance in the subjects she covered.

Bernadine Morris, who had been her predecessor at Women's Wear Daily and went on to become fashion editor of The New York Times, once said admiringly that Mrs. Hyde "covers a fashion event as if it were a war."

After the News closed in 1972, Mrs. Hyde became fashion editor at The Post. Trips to the ateliers and showrooms of Europe and Seventh Avenue became routine, along with forays to more exotic locations in search of information of interest to a broad cross section of readers.

Most of her work appeared in The Post's Style section, but at different times she wrote for virtually every other part of the paper. She also produced notable articles for the National Geographic magazine, and she contributed the story on French fashion to the National Geographic's edition on France that appeared in July 1989.

As a leading commentator in her field, she lectured at Duke, George Washington, Georgetown and Howard universities and at the Metropolitan Museum of Art.

"Clothes are important as another way of looking at ourselves," Mrs. Hyde observed. "They are as revealing as how we vote, what we eat, what we choose to see at the movies. To me, that is why writing about clothes is important."

To this end she addressed herself to the general reader: "The one who doesn't know how to cope with all the choices out there. The one who is stunned by the prices. The one who is looking for some reality in the fashion business. The one who is looking for some help."

People "love to say in Washington that they don't care about clothes, that there are more important things," Mrs. Hyde said. But she knew differently.

Describing fashion as "clothing that works well for our lives," she said she did not view herself as imposing styles or decreeing hemlines.

"Who am I to tell people how to dress?" she once asked. "It's not my job to tell you to go out and decorate your clothes with buttons . . . but I can tell you where to find buttons and decorate an old dress if you want to."

Every New Year's Day she published a list of "ins and outs" that went far beyond fashion to items and personalities from all facets of popular culture. She was fascinated to visit stores and watch shoppers prowl the aisles armed with her listing.

She saw herself not as issuing ironclad rules but as making life a little easier. "No one wants to walk into a room and be embarrassed," she once said. "To wear a long dress when everyone else is wearing a short one" Moreover, she said, with prices high, "No one can afford to buy something and push it to the back of the closet. I like to think I can give some guidance."

Many of her ideas came from the open-door sessions she held on Wednesday mornings, in which she lent an ear to anyone with a concern remotely connected to textiles, clothes and fashion. Some of those who would come were ambitious youngsters, who, she wryly recognized, were "after my job."

But, she told an interviewer from the Washington Times last year, "the thing I make clear to them, even though I haven't been feeling so terrific . . . is that I plan to hang in a long time."

By 1988 she had undergone a lumpectomy and four courses of chemotherapy. Her hair had fallen out twice. "It's tough being bald," she told the Times. "But it's also laughable If it helps, you'll do anything."

Apart from her journalism, Mrs. Hyde served at different times on the boards of Howard University Hospital and the D.C. Dance Company. She was a founder of the program that ultimately evolved into the Duke Ellington School of the Arts.

The many honors she received included the Eugenia Sheppard Award for outstanding fashion reporting from the Council of Fashion Designers; the first lifetime achievement award, called the Aldo Award, from the menswear industry,

and the Georgetown University Bicentennial Medal. In May 1989, she received from French culture minister Jack Lang the rank of chevalier in the Order of Arts and Letters.

In recent years, Mrs. Hyde made a variety of appearances to call for better procedures for breast cancer diagnosis and treatment. Calling for regular screenings and second opinions, she told one meeting: "Maybe you can help just one woman . . . from being in the state I am in."

In addition to her husband, of Washington, survivors include two daughters, Jennifer Hyde of Washington and Andrea Hyde of San Francisco; her mother, Ruth Solomon of New York City, a sister, Sue de Brantes of France; and a brother, Howard Solomon of Washington.

GRAPHIC: PHOTO, NINA HYDE

LANGUAGE: ENGLISH

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Newsday

October 28, 1993, Thursday, NASSAU AND SUFFOLK EDITION

SECTION: STYLE FILE; Pg. 103
Other Edition: City Pg. 105

LENGTH: 1097 words

HEADLINE: Selling Social Consciousness;
Cosmetics and fashion companies are becoming champions of women's issues.

BYLINE: By Denise Flaim. Denise Flaim is a free-lance writer.

BODY:

THE NEXT TIME Avon calls, the dissertation on the virtues of moisturizers and eye shadow may be tempered with information on breast self-exams and mammographies.

In the socio-conscious '90s, Avon and other fashion and cosmetics companies are reaching out to female consumers by championing women's issues. And after considering everything from bulimia to child safety, many have decided that breast cancer truly hits home: Every three minutes a woman is diagnosed with it - every 12 minutes, one dies, according to the National Breast Cancer Coalition.

"Breast cancer is an epidemic among women, and we are an industry whose living is entirely dependent on women," explains Tracey G. Riese, Revlon's senior vice president of corporate communications. The company recently joined the National Breast Cancer Coalition in presenting the Clinton administration with a petition asking the government to acknowledge breast cancer as a national health priority; a good number of the 2.7 million signatures were solicited at Revlon counters.

Because October is Breast Cancer Awareness month, several fashion companies have heralded it with pink ribbons, a symbol inspired by the red AIDS ribbon and originated by Self magazine editor Alexandra Penney. Avon's 415,000 U.S. representatives are selling a \$2 pink-ribbon enamel pin, with proceeds to benefit education and prevention programs; salespeople at Estee Lauder, Jones New York and Nine West have distributed a sea of pink pin-ons. Designer Norma Kamali - who says she's usually "not very good in organized groups" - was inspired to create five informative T-shirts incorporating the pink-ribbon motif for donors to Manhattan's Strang-Cornell Breast Center.

Debra Schatz, the former editor of The S & B Report, a sample-sale newsletter, and

a breast-cancer survivor herself, is thrilled to finally see the disease get the same level of recognition from the fashion community as AIDS does. "All these companies' designers are dying of AIDS - but all their shoppers are dying of breast cancer," says Schatz, who has designed a pink-ribbon enamel pin with proceeds benefiting NY Race for the Cure, an affiliate of the Dallas-based Susan G. Komen Breast Cancer Foundation (to order, call [212] 759-1213). "All of a sudden," she notes wryly, "it's like everyone woke up the

same week."

In fact, the idea of fashion's mobilizing for breast cancer isn't a new one. Though last month Anne Klein and Co. joined with North Shore University Hospital in Manhasset in a campaign to raise funds and awareness on Long Island, the issue first hit home in 1974 when founding designer Anne Klein died of complications from breast cancer. Fifteen years later, in 1989, Ralph Lauren established The Nina Hyde Center for Breast Cancer Research at Georgetown Medical Center after watching Hyde, the Washington Post's fashion editor, battle cancer.

But in recent years - even months - the rush to be philanthropically correct has turned into a stampede. "We've been active in breast cancer since 1989 - long before it became chic," says Revlon's Riese.

Evelyn Lauder, senior corporate vice president of Estee Lauder Companies, bristles at any notion of trendiness. "The purpose we had was truly altruistic," explains Lauder, who last month founded The Breast Cancer Research Foundation, which is dedicated to clinical research - which many believe is underfunded. "It's a very costly thing to get involved in, and it takes time away from beauty consultants' selling," said Lauder, who this year - with her husband Leonard, the eldest son of the eponymous Estee

- has personally contributed 3 million of the company's give-away ribbons. And she refrains from signing the fledgling foundation's thank-you notes, concerned that the Lauder name will deter contributions from "my compatriots" - her genteel allusion to competitors.

But most other companies don't mind acknowledging the intangible benefits of their charitable crusading. "Social responsibility is good business," says Jack Kliger, publisher of Glamour, which teamed with Hanes Hosiery to insert breast-health information into 30 million packages of pantyhose last month. "And consumers are holding companies responsible for taking a stand." Glamour chose to focus on breast cancer over other issues that might seem more topical for its 18 to 39-year-old readership - like date rape

- because "we wanted to do something that wasn't as fear-inducing," says Kliger.

But at least one fashion company has decided to tackle another issue that it

Copyright 1992 The Atlanta Constitution
The Atlanta Journal and Constitution

November 29, 1992

SECTION: STYLE; Section L; Page 6

LENGTH: 362 words

HEADLINE: Designers put talents toward some good deeds

BYLINE: SAN JOSE MERCURY NEWS

BODY:

Producing good clothes seems as though it should be a full-time occupation for designers, but still they are finding time to do good deeds.

In the midst of the recent spring fashion shows in New York, accessory designers ranging from Paloma Picasso and Judith Leiber to Angela Cummings took time to create "Fantasy Loungewear" that was auctioned off at "Le Bal de Nuit" one evening to raise money for AIDS research and patient care.

The week after the shows, a different group of designers got together to stage "Fashion Follies" for breast-cancer research. The evening included vaudeville-style performances, with designers such as Mary McFadden performing "Indian Love Call," Betsey Johnson doing cartwheels (just as she did at her formal fashion presentation the previous week) and Victor Costa singing "The Most Beautiful Girl in the World."

The week before the shows, designers saw Levi's denim jackets that they had decorated auctioned off in Dallas to raise \$ 250,000 for AIDS education. Donating designers included Bob Mackie, Todd Oldham, Calvin Klein, Donna Karan, Ralph Lauren and Ms. Picasso.

While all three events were entertaining and raised funds for good causes, they were one-shot affairs.

But the 1993 International Fashion Desk Diary is another matter. It's good for a solid year of pleasure.

The focal point is the sketches - 67 color illustrations on vellum from 22 designers including Geoffrey Beene, Valentino, Arnold Scaasi, Zandra Rhodes, Emanuel Ungaro, Sonia Rykiel, Gianni Versace, Franco Moschino and Carolina Herrera. Some of the sketches are of garments the designers have produced, but most are pure fantasy.

A fun component: The diary lists the birthdays of many designers. Of course, these are discreet listings. No birth years.

The diary is the work of Shirley Kennedy, and a portion of the sales goes to the Design Industries Foundation for AIDS. It costs \$ 29.95 plus \$ 3.50 for shipping and handling of the first copy, \$ 1 for each additional copy. Credit card orders may be placed at 212-727-3100, or send a check payable to DIFFA 1993 Desk Diary to DIFFA, 150 West 26th St., Suite 602, New York, N.Y. 10001-6813.

LANGUAGE: ENGLISH

LOAD-DATE-MDC: December 4, 1992

Copyright 1990 The New York Times Company
The New York Times

June 19, 1990, Tuesday, Late Edition - Final

SECTION: Section B; Page 6, Column 1; Metropolitan Desk

LENGTH: 426 words

HEADLINE: Barbra Walz, 39, Photographer Known for Fashion Work, Is Dead

BYLINE: By BERNADINE MORRIS

BODY:

Barbra Walz, a fashion photographer known as much for her informal pictures of designers as for their clothes, died yesterday at her home in Manhattan. She was 39 years old. The cause of death was breast cancer, her husband, Kevin, said.

"She first came to see me at the beach about 15 years ago when my kids were little," Ralph Lauren recalled. "She was a very sparkly girl, and her pictures were great. The ones she did of my family are hanging in my office today."

When she was starting as a photographer, after studying at Pratt Institute, Mrs. Walz heard Jill Krementz in a lecture at New York University tell how she had decided to concentrate on photographing authors.

"She then decided to specialize in fashion," Miss Krementz said. "I guess I was her mentor. She turned out to be not only a superb technician, but a woman of wit and wisdom, a photographer with a warm generous heart."

The Entertaining Insight

In the introduction to her first book, "The Fashion Makers," published in 1978, when designers were achieving the star status of athletes and entertainers, Mrs. Walz described her approach. "I always tried to bring out some part of their personality for the public to see," she wrote. "I found a magic in the designers I photographed. I also became aware that the public was reaching to them on a new level and they had become celebrities."

She photographed her subjects in bathtubs, gymnasiums, dental offices and beauty parlors to capture the entertaining insight into their personalities. For a study of Elsa Peretti, Mrs. Walz went to Spain and photographed the designer in her pool. Despite having lost a leg to cancer when she was 15, Mrs. Walz climbed a 12-foot ladder to find the right angle.

Not all of her subjects were in the fashion field. "Starring Mothers," about well-known mothers and their children, was published in 1987, after her own two daughters had been born. Mrs. Walz's subjects included Diane Feinstein, Patti Labelle, Sally Quinn and Carly Simon. It was considered one of the best photographic books of the year and was included in a group show by the International Center of Photography.

Her subjects for 15 cover stories for The New York Times Magazine included E. L. Doctorow, Joseph Papp and Stephen Sondheim. Her photographs also appeared in GQ, Metropolitan Home, Parade, Rolling Stone and Town & Country.

Surviving are her husband, a furniture and interior designer, their children, Jersey, and Addison, and her parents, Stanley and Pauline Turner, of Toms River, N.J.

GRAPHIC: Photo: Barbra Walz (Keven Lein, 1988)

LANGUAGE: ENGLISH

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