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FOR IMMEDIATE RELEASE

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**WASHINGTON, DC (Wednesday, May 06, 2009)** Local tastemakers and fashion-forward DC insiders were on hand Thursday, April 30th for the grand opening of the DC's first GUESS store, located in downtown Washington DC on F St. The event was hosted by GUESS and Teen Vogue in partnership with DC-based Fashion Fights Poverty (FFP), an organization dedicated to raising awareness on the fight against global poverty. A portion of the evening's proceeds benefited Nest; a nonprofit organization committed to supporting women artists and artisans in developing countries through the development of entrepreneurial businesses.

Guests were treated to hors d'oeuvres provided by Ridgewells, mini-makeovers from M.A.C. and manicures by Essie. Soundtrack was provided courtesy of tunes spun by DJ Adrian Loving

The Guess grand opening is just one of many Fashion Fights Poverty events that will be taking place this year leading up to their primary fundraising event of the year, taking place this September 25<sup>th</sup>.

To learn more about Fashion Fights Poverty visit [www.fashionfightspoverty.org](http://www.fashionfightspoverty.org)

**About Fashion Fights Poverty (FFP)**

Our mission is to raise awareness for initiatives that encourage and support creative, effective, and sustainable means of challenging poverty. We believe that the industries of fashion, textiles, and design offer unique and effective opportunities for designers, craftsmen and consumers alike to contribute to the alleviation of poverty through trade, skill-building and community empowerment.