



Fashion Fights Poverty (FFP)
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FOR IMMEDIATE RELEASE

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RAW- RETURN TO ITS PRIMAL STATE Fashion Fights Poverty Celebrates 6th Annual Fashion Benefit

WASHINGTON, DC, September 22, 2010- Fashion Fights Poverty (FFP), the organization dedicated to raising awareness on the fight against global poverty through the world of fashion, will host its 6th annual benefit on **Friday, October 15, 2010** at its new home, **Artisphere (1101 Wilson Boulevard)** in **Arlington, Virginia**. Artisphere is one of the first of a new breed of American cultural centers opening its doors in the DC region. Tickets are **\$75** (early bird).

Proceeds from this year's benefit will support FFP's [community youth programs including Woodrow Wilson High School and its globally sustainable projects, aimed at creating income-generating or microfinance opportunities for individuals/families/communities in developing countries.](#)

"2010 is the year of rebirth for Fashion Fights Poverty, what better way to celebrate than to bring everyone together to our new home - Artisphere. This year, FFP - like it always has in prior years - will provide a fresh and unique look on how we not only view, but experience fashion," said FFP President Chris Belisle. "Our move to Artisphere will significantly expand our ability to develop our programs and activities. We are ecstatic, eager to show our supporters and friends our beautiful new space!"

With cutting edge presentations each year, this year's "**Raw**" theme is about nurturing untapped creative energy, asserting creativity over trends, artisanship over mass-production, natural fibers over synthetics, young ideas over cynicism, and opportunity over poverty. "**Raw**" is a return to the "primal" state of making clothes and art for both spiritual nourishment and economic survival. It is a celebration of fashion not as protection from the elements, but as artistic adornment that expresses a person's identity and vision of the world.

FFP is proud to have Pakistani designer **Nomi Ansari** (www.nomiansari.ws) present his collection at this year's show. Nomi Ansari Studios supplies not only prêt -a-porter but also Eastern and Western couture pieces to Dubai, India, United Kingdom and United States.

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Nomi Ansari Studios is known for its creative use of colors by combining five or more colors, creating signature pieces.

Detailed craftsmanship with intricate embellishments is another feather in Nomi's already well-feathered cap. **Nomi's** prêt-a-porter collection embodies a multitude of different styles so that they attract people with diverse aesthetics and fashion sensibilities. FFP would like to thank Saima and Mahufz Ahmed and Pakistani fashion and PR liaison Sofia HD for their contribution to Nomi's participation.

Join FFP for the climactic finale of its yearlong endeavor to alleviate poverty, introducing supporters to its new headquarters and ethical fashion designers during this year's 6th annual benefit fashion show.

Date: Friday, October 15, 2010
Location: Artisphere
1101 Wilson Boulevard
Arlington, VA. 22206
Time: 7:00pm - 10:00pm
Tickets: \$75 (Early Bird until October 1st)

For more information on the event and to purchase tickets, please visit our website at www.fashionfightspoverty.org.

About Fashion Fights Poverty (FFP)

Fashion Fights Poverty is a 501(c) 3 non-profit organization that raises 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, artisans, and consumers alike to contribute to the alleviation of poverty through trade, skill building, community empowerment and consumer awareness.

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