



Fashion Fights Poverty (FFP)
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LOOKING BEYOND THE RUNWAY

Jive Recording Artist Matisse Performance and Eco/Ethical Designer Collections

WASHINGTON, DC, OCTOBER 6, 2010- Fashion Fights Poverty (FFP), the organization dedicated to raising awareness on the fight against global poverty through the world of fashion, is proud to announce that Jive recording artist Matisse will take the stage at its 6th annual fashion benefit on **Friday, October 15, 2010** at **Artisphere (1101 Wilson Boulevard)** in **Arlington**.

FFP is proud to have Pakistani designer **Nomi Ansari**, and local designers **Chez Kevito** and **Crooked Monkey** present their collections 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. Nomi's prêt-a-porter collection embodies a multitude of different styles so that they attract people with diverse aesthetics and fashion sensibilities.

Titi Wreh of Chez Kevito is a versatile designer with looks ranging from elegant to casual and sweet to edgy. In an effort to reduce her carbon footprint, she has recently started a line of sustainable eco-chic designs using mostly recycled clothing to include used woven necktie dresses, repurposed t-shirts and denim, as well as used men's shirts and pants.

Crooked Monkey launched in 2005 at the University of Maryland, the collection has grown significantly over the last 5 years, sold in more than 500 retail outlets including Urban Outfitters, Nordstrom, and Pacific Sunwear. It has been worn by celebrities like Miley Cyrus, Ryan Seacrest and has been seen on TV shows like *Weeds* and *So You Think You Can Dance*. Since its inception *Crooked Monkey* has made it a priority to promote and live a green lifestyle. Through recycling, reduction and reusing of office resources, *Crooked Monkey* ensures it maintains a very small carbon footprint.



Singer/songwriter **Matisse** like the famous painter with whom she shares her name, refuses to follow convention and instead sings to the beat of her own drum. Matisse has been working with some of the biggest names in music such as *Dallas Austin, Tricky Stewart, The Dream, Ne-Yo, Stargate and Kevin Rudolf*. As a result, she has compiled a collection of songs that define her as bold, colorful, strong and determined; someone ready to be heard. Matisse will

take the stage during FFP's 6th benefit at Artisphere.

Proceeds from the benefit will support FFP's community youth programs including Woodrow Wilson High School and its globally sustainable projects with partner KIVA, aimed at creating income-generating or microfinance opportunities for individuals/families/communities in developing countries.

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

www.fashionfightspoverty.org.

Date: Friday, October 15, 2010
Location: Artisphere
1101 Wilson Boulevard
Arlington, VA. 22206
Time: 7:00pm - 10:00pm
Tickets: \$100

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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