

# **PRESS RELEASE\*PRESS RELEASE\*PRESS RELEASE**

FOR IMMEDIATE RELEASE  
NOVEMBER 8, 2007  
(PHILADELPHIA, PA)  
**PHOTO/VIDEO OPPORTUNITY**  
**DAY OF EVENT NUMBER (267) 629-9054**

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## **THE WELLNESS COMMUNITY OF PHILADELPHIA'S "IN FASHION!" WEDNESDAY, NOVEMBER 14, 2007 AT 12:00 NOON**

### **Design Team Raffaele Borriello and Julien Dessele of REQUIEM to Appear**

**WHAT:** The Wellness Community of Philadelphia (TWCP) is hosting a luncheon and fashion show featuring design team Raffaele Borriello and Julien Dessele, creators of the REQUIEM label, presented by SAKS FIFTH AVENUE. Models will present REQUIEM'S spring/summer 2008 line, available at SAKS FIFTH AVENUE in Bala Cynwyd, and guests may meet the designers.

**WHERE:** 50 Crosby Brown Road, Gladwyne, Pennsylvania 19035, at the home of Michelle Ball.

**WHEN:** Wednesday, November 14, 2007

**11:45 a.m.** Press arrives and is invited to meet Raffaele Borriello and Julien Dessele and take photographs

**12:00 p.m.** Guests arrive

**12:30 p.m.** Kimerly Hinkelman, TWCP executive director, comments

**12:36 p.m.** Alan Tobman, VP/GM at SAKS FIFTH AVENUE, Bala Cynwyd, comments

**12:45 p.m.** Fashion show begins

**1:00 p.m.** Fashion show ends

**1:00 p.m.** Raffaele Borriello and Julien Dessele speak to attendees

**1:05 p.m.** Lunch begins

**1:45 p.m.** Guests are invited to a trunk show

**DETAILS:** Offering elegant evening wear in lush fabrics, REQUIEM is a study in contrasts, devoted to the marriage of Haute Couture and industrialization.

Approximately 75 guests from the Main Line and Greater Philadelphia area will join hostess Michelle Ball at her home to enjoy this special event. Guests will receive a gift bag provided by **The Wellness Community of Philadelphia** and SAKS FIFTH AVENUE. Tickets for this event are \$500 and benefit TWCP, as does five percent of REQUIEM sales generated from this day. Please contact marketing and communications director Scott Bluebond at (215) 879-7733, ext. 206 or by writing to [sbluebond@twcp.org](mailto:sbluebond@twcp.org) for additional event information, interview requests, and other questions.

"IN FASHION!" COMMITTEE MEMBERS: Jill Durovsik, co-chair, Patricia Isen, co-chair, Barbara Albert, Lauren Arnold, Tisa Baena, Chris Berrettini, Gwen Bianchi, Shauna Binswanger, Donna Brooks, Lydie Szabo Brown, Amanda Burch, Tory Burch, Rachel Cohen, Melanie Cox, Marianne Dean, Marcy Deringer, Michelle Durham, Barbara Eberlein, Jaimie Field, Kim Garno, Lori Gehret, Nancy Glass, Joanie Hall, Pia Halloran, Lauren Hart, Merle Holman, Margie Honickman, Angela Hudson, Marcie Kennedy, Iliana Kloesmeyer-Strauss, Beth Landman, Christine Martinelli, JoAnn Massengill, Caroline McCall, Alixandra Morgan, Amy Nislow, Anne O'Malley, Polly Richman, Stephanie Schaeffer, Rachel Delano Schwartz, Susan Selverian, Joy Elliott Shugrue, Monique Silvi, Sharon Simpson, June Smith, Karen Tarte, Helene van Beuren, Mary Viechnicki Potter, Barbara White, Kirsten White and Janine Yass.

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The mission of **The Wellness Community of Philadelphia (TWCP)** is to help people affected by cancer enhance their health and well-being through participation in a free professional program of emotional support, education, and hope. TWCP offers programs at Ridgeland in Fairmount Park and at The Anne McCouch Center, its satellite location in Lansdale, Pennsylvania. Please call **The Wellness Community of Philadelphia** at (215) 879-7733 or toll free at (888) 819-3553. **The Wellness Community** at The Anne McCouch Center may be reached at (215) 393-9105. Visit TWCP's website at [www.twcp.org](http://www.twcp.org) for more information. **The Wellness Community of Philadelphia's** grounds and buildings are smoke-free.