New York, October 2, 2014 -- The Fashion Footwear Association of New York (FFANY) will once again collaborate with multichannel retailer QVC for the 21st annual QVC Presents “FFANY Shoes on Sale.” FFANY will host its annual event to raise awareness and funds for its ongoing fight against breast cancer on October 8, 2014. The Gala Event will be held at the famed Waldorf Astoria New York hotel from 6 to 9 PM. When the “official” part of the evening concludes, guests are invited to an after-party at Club FFANY to enjoy music, dancing, cocktails and networking.

QVC Presents “FFANY Shoes on Sale” will continue to benefit innovative breast cancer research at distinguished hospitals and foundations from coast to coast. To date, QVC Presents “FFANY Shoes on Sale” has sold more than 1.7 million pairs of shoes and has generated more than $44 million for breast cancer research and education. This is the only endeavor of its kind that raises significant monies to help fund “first step” research, an area that is the most challenging for organizations to attract donors, but one that can serve as the cornerstone for greater discovery and innovation.

The Waldorf Astoria hosts the Gala Event, which will honor Joseph C. Moore, former president and CEO of FFANY, who will receive the annual FFANY Jodi Fisher Humanitarian Award, an award dedicated to the memory of the event’s co-founder who passed away in 2009 after a valiant battle with leukemia. Philip Miller, former chairman and chief executive officer of Saks Fifth Avenue, will present Mr. Moore with the Humanitarian Award for his lifelong commitment and dedication to the footwear industry.

“QVC Presents ‘FFANY Shoes on Sale’ is very dear to my heart. For the past 21 years, FFANY has dedicated itself to raising funds for breast cancer research and education,” states Mr. Moore. “With the generous support of our benefactors and the robust community of shoe lovers, we have grown this endeavor and will continue to maintain this for years to come until there is a cure. With these generous proceeds, and with the help and support of Ivanka Trump, this year’s PSA spokesperson for QVC Presents ‘FFANY Shoes on Sale,’ we are changing lives.”

In addition to the FFANY Jodi Fisher Humanitarian Award granted to Mr. Moore, the designer Gianvito Rossi will receive the 2014 FFANY Designer of the Year, an award that is considered as one of the most prestigious awards in the fashion industry. Creative Director of Marie Claire Magazine and Project Runway judge Nina García will present Rossi with this honor for his overall contribution to the fashion industry.

“It is an honor to receive this award from a prestigious organization such as FFANY and have the footwear industry recognize my work. I am particularly pleased to participate in their fight to end breast cancer and what this evening represents,” states Rossi. “I am also elated to have Nina...
García, creative director of Marie Claire Magazine and judge of the television show Project Runway, present the award to me. Nina is a venerable international fashion authority and has a great eye for shoes. She has also been a great support to me, so it is wonderful to have her there on this special occasion."

Shoe Designer and British Fashion Award Winner Tabitha Simmons will present the **FFANY Retailer of the Year award** to Joshua Schulman, president of Bergdorf Goodman. “On behalf of Bergdorf Goodman, it is an honor to receive this award from FFANY. We are thrilled to have Tabitha Simmons presenting us with this accolade, as she is truly a rare talent with innovative designs and a striking aesthetic” states Schulman. “For over a century, Bergdorf Goodman has maintained its unique and strong ties with the ever-evolving fashion industry, and it is immensely rewarding to be recognized by FFANY and the fashion community for our efforts. Furthermore, for Bergdorf’s to be awarded this honor in connection with breast cancer awareness and research enhances the significance of receiving this award, and reminds us that fashion and science can be used together as a powerful tool for raising awareness and saving lives.”

This year, entrepreneur and business leader **Ivanka Trump** is the spokesperson for QVC Presents “**FFANY Shoes on Sale,**” with the highly recognized public service announcement for this anchor event. As the Executive Vice President of Development and Acquisitions of The Trump Organization and a valued member of the shoe industry, Ms. Trump is indeed an ideal spokesperson for this initiative.

**QVC Presents “FFANY Shoes on Sale,”** a live, three-hour broadcast to benefit breast cancer research and education, is scheduled to air **October 16 from 6 to 9 PM (ET)** on QVC®. Approximately 180 styles from more than 80 brands will be offered at half the manufacturer’s suggested retail price*. In addition, customers can shop the “Shoe of the Day” on QVC throughout the month of October. A minimum of 80 percent of the purchase price** of donated merchandise will benefit various breast cancer research and education institutions.

In addition to the October 16 broadcast, shoes will be available on QVC beginning in October through QVC.com, the QVC apps or by calling 800.345.1515, while supplies last.

For more information about **QVC Presents “FFANY Shoes on Sale,”** please refer to the following link: [http://ffany.org/index.php/shoes-on-sale](http://ffany.org/index.php/shoes-on-sale)

*The manufacturer’s suggested retail price is based on supplier’s representation of value. No sales may have been made at this price.

**Purchase price excludes shipping, handling and tax.  

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**The Fashion Footwear Charitable Foundation** was created to support ongoing research and education programs in the fight against breast cancer and is supported by members of the Fashion Footwear Association of New York (FFANY). Donated footwear is sold on live television through QVC during the Fashion Footwear Charitable Foundation’s annual charity benefit, QVC Presents “FFANY Shoes on Sale.” Funds are distributed to leading breast cancer research and education institutions across the United States, including beneficiaries for the 2014 event: The Abramson Cancer Center of the University of Pennsylvania, The Breast Cancer Research Foundation, The Samuel Oschin Comprehensive Cancer Institute at Cedars-Sinai Medical Center, The Susan F. Smith Center for Women’s Cancers at Dana-Farber Cancer Institute, The University of Michigan Comprehensive Cancer Center’s Breast Oncology Program, The University of Pittsburgh Cancer Institute, The Winthrop P. Rockefeller Cancer Institute of the University of Arkansas for Medical Sciences, The Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine, The Margie and Robert E. Petersen Breast Cancer Research Program at the John Wayne Cancer Institute at Providence Saint John’s Health Center. The Fashion Footwear Charitable Foundation makes its home at 274 Madison Avenue, Suite 1701, New York, NY 10016, www.FFANY.org.
Incorporated in 1980, The Fashion Footwear Association of New York, known as FFANY, is a not-for-profit trade association representing footwear manufacturers globally. FFANY’s mission is to promote and assist the common business interests of our members, who include over 300 footwear manufacturers, representing over 800 fashion footwear brands.

Ivanka Trump
As Executive Vice President of Development & Acquisitions of The Trump Organization, Ivanka Trump is charged with the domestic and global expansion of the company’s real estate interests. She directs all areas of the company’s real estate and hotel management platforms. Ms. Trump founded the Trump Hotel Collection with her brothers in 2007. Today, the company is regarded as one of the leading hotel management companies in the industry. In addition to her work at The Trump Organization, Ivanka Trump is the principal of Ivanka Trump Fine Jewelry, which launched to great success in 2007 and in the past 3 years she has expanded her brand into collections of apparel, footwear, handbags, outerwear, sunglasses and fragrance. Ms. Trump recently re-launched her fine jewelry store as the flagship Ivanka Trump Boutique, a lifestyle store that encompasses all of her brands. Ms. Trump is currently one of the stars of NBC’s wildly successful “Celebrity Apprentice” with her father Donald J. Trump, and brother Donald, Jr. She previously appeared on NBC’s Emmy nominated, globally syndicated “The Apprentice” as an advisor. Ms. Trump’s first book, THE TRUMP CARD: Playing to Win in Work and Life quickly became a New York Times and Wall Street Journal Best Seller. Ms. Trump graduated Cum Laude from the Wharton School of Finance at the University of Pennsylvania and received a bachelor’s degree in science in economics.

Joseph C. Moore was President and CEO of the Fashion Footwear Association of New York (FFANY) and Chairman of the Fashion Footwear Charitable Foundation (FFCF) of New York through September 2014. His dedicated leadership of FFANY brought about exceptional donations of time, talents and financial contributions to enhance economic vitality and health resources nationwide.

Joe had a meteoric rise in the footwear industry, where he has spent his entire career. A native of Anderson, Indiana, he started in a family-owned children’s shoe store while attending the University of Tulsa. From Bullock’s in Los Angeles to Neiman Marcus (where he introduced the Ferragamo and Charles Jourdan lines), to President and CEO of Charles Jourdan USA, to Saks Fifth Avenue, his success has been substantial and he has been a valued mentor to many.

A founding member of FFANY, a not-for-profit organization, Joe’s 15-year stewardship has helped raise the industry to new heights. Some of Joe’s achievements include expansion of FFANY’s Board of Directors from eight to 30 members to now include representation from premier retailers and FFANY 365 online, launched in December 2013 is a B2B asset poised to have a significant impact on the industry. “FFANY Shoes on Sale,” the largest fundraising event of the shoe industry, has had increased funds raised each year due to Joe’s leadership and has provided over $44 million in “first step” awards to distinguished hospitals and research centers across the nation. FFANY also contributes to industry scholarship programs and philanthropic organizations which support education, community building and volunteerism: Two Ten Footwear Foundation; Shoes That Fit; and, “The Art of Traditional Shoemaking”, which presents scholarships to promising students for Milan’s famed Ars Sutoria School technical design programs in New York and Milan, to name but a few.

Gianvito Rossi
Launched in Spring 2007, Gianvito Rossi immediately established itself as a niche label with a sharp focus on beautiful, high-end footwear. Designed to exalt the woman rather than overbear her, the new, feminine silhouettes of Gianvito Rossi shoes were sophisticated and refined and, most importantly, absolutely modern. The label ushered in a return to elegance, to sensuality, and to timeless style tinged with coolness. The brand faithfully adheres to the traditions, craftsmanship and know-how that have been nurtured for generations. Forms are continuously revised and tweaked. Individual leather pieces are sewn and assembled in a slow, painstaking fashion using multiple steps to ensure that every detail is correct down to the last millimeter. The extreme attention leads to shoes that are not only perfect in their lines and finishing, but that are also lighter, softer and more durable. The designs are rigorously calibrated. The sharp, graphic quality is balanced with a feminine last; details are labored over, but never excessive; designs are pared-down, but at the same time, they provoke. The mix of high-quality and cutting-edge design has proven as irresistible not only to fashion insiders, but also fashion forward actresses who frequently chose Gianvito Rossi for red carpet appearances. Stars like Anne Hathaway, Gwyneth Paltrow, Diane Kruger and Emma Watson are all women who have been captivated by the special allure and glamour of Gianvito Rossi shoes.
The brand is now a major player on the global luxury footwear stage. But despite this success, it remains dedicated to its roots and its niche philosophy ensuring that the top artisan quality that makes its production singular will continue for years to come.

Joshua Schulman was named President of Bergdorf Goodman in April 2012. Prior to his appointment at Bergdorf Goodman, Joshua served as CEO of Jimmy Choo in London from 2007 to 2012, where he led a multi-channel expansion increasing the number of stores from 55 to 140 in 32 countries. Previously Joshua served as President of Kenneth Cole New York and in senior executive roles at Gap Inc. From 1997 to 2005 Joshua was at Gucci Group. Based in Paris, from 2000-2005, as EVP/Worldwide Merchandising and Wholesale for Yves Saint Laurent, he was the senior global merchandising executive with responsibility for women’s and men’s ready to wear, leather goods, shoes and accessories as the brand expanded to 60 directly operated stores worldwide. In addition, he oversaw the opening of 55 wholesale shops globally. From 1997-2000, he was the Worldwide Director/Women’s Ready to Wear for Gucci brand in New York and Florence, linking the design team with commercial channels. Previously, he had worked as Vice President/Director of Sales and Marketing for Richard Tyler from 1993-1997 and for Marc Jacobs for Perry Ellis from 1991-1993. Joshua attended New York University and Parsons School of Design. He is a native of Los Angeles, California.

Bergdorf Goodman, founded by master tailors Edwin Goodman and Herman Bergdorf, is located on the corner of New York’s Fifth Avenue and 58th Street, the former site of the Cornelius Vanderbilt mansion. There is only one Bergdorf Goodman in the world: The pinnacle of style, service, and inspiration, since 1901.

QVC, Inc., a wholly owned subsidiary of Liberty Interactive Corporation (NASDAQ: LINTA, LINTB), is the world’s leading video and ecommerce retailer. QVC is committed to providing its customers with thousands of the most innovative and contemporary beauty, fashion, jewelry and home products. Its programming is distributed to approximately 300 million homes worldwide through operations in the U.S., Japan, Germany, United Kingdom, Italy and a joint venture in China. West Chester, Pa.-based QVC has shipped more than a billion packages in its 27-year history and the company’s website, QVC.com, is ranked among the top general merchant Internet sites. QVC, Q, and the Q Ribbon Logo are registered service marks of ER Marks, Inc.

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