



FOR IMMEDIATE RELEASE

The 23rd Annual QVC Presents “FFANY Shoes On Sale” Gala Event Announces Shopbop as Retailer Of The Year Award Recipient

New York, New York, October 6, 2016 – QVC Presents “FFANY Shoes on Sale” announced today that Shopbop, the go-to online retail destination for modern style, will be honored with the FFANY Retailer of the Year Award. Accepting the award on behalf of Shopbop is Darcy Penick, Chief Executive Officer.

“As the ultimate destination for contemporary and designer fashion, FFANY is proud to award Shopbop with this honor. Their visionary leadership in online retailing and thoughtful partnership with the creative fashion community has established them as one of the world’s leading retailers,” said Ron Fromm, President and CEO of the Fashion Footwear Association of New York.

Shopbop started as a brick and mortar store on W. Gorham Street in Madison, WI. Since launching into e-commerce in 2000, Shopbop quickly grew into one of the world’s leading fashion authorities. Today, Shopbop continues to offer a comprehensive, hand-picked assortment of contemporary brands and labels for fashion enthusiasts in 165 countries.

The Gala will take place on October 25th at the Waldorf Astoria New York. The award will be presented to Darcy Penick, who joined Shopbop in 2009 and was named Chief Executive Officer in 2015.

The “FFANY Shoes on Sale” Gala recognizes this year’s honorees as well as the companies that make the shoe donations to the Designer Shoe Salon to help fund breast cancer research. A live, three-hour broadcast to benefit breast cancer research and education is scheduled to air October 20th from 6:00 PM to 9:00 PM (ET) on QVC. Approximately 180 styles 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 televised on the QVC Morning Show. Select styles will also be available for purchase on QVC.com.

**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.*

###

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 2016 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

About Shopbop

Shopbop.com is the go-to online shopping destination for modern style, offering women around the world the comprehensive, hand-picked selection of established and emerging designers. Working with over 1,000 [brands](#) worldwide, Shopbop.com offers women in 165 countries an assortment of ready-to-wear and accessories with fast, free global shipping worldwide and free returns in the U.S. and Canada. Shopbop is part of the Amazon.com Inc. group of companies.

For more information, please contact:

Lividini & Co.
Quin Acciani, Senior Manager
quin@lividini.com
646.443.2067