

# The National Herald

## NYC Fashion Event Helps Save Lives of Women in Greece

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*Fashion event in Sobo raises funds to fight breast cancer in Greece. Photo by Eleni Sakellis*

**By Stephanie Nikolopoulos and Eleni Sakellis**

NEW YORK – 'Tis the season to dress to impress, and Fashion Design Lab (FDL)'s Fashion Targets Breast Cancer Hellas holiday party brought together Greek New York's fashion-forward community to shop for a good cause at Dreams on Air on Thursday, December 7.

Celebrating friendship and entrepreneurship, the event was a joint holiday party that involved the Association of Greek American Professional Women (A.G.A.P.W.) and the law office of Pardalis & Nohavicka to raise money for the Greek chapter of the Council of Fashion Designers of America (CFDA)'s initiative Fashion Targets Breast Cancer. Ten percent of the proceeds from the event went to provide healthcare to low-income women in Greece. FDL's Evi Giannakakou, Nikos Giannakakos, and Maria Kosmidou welcomed everyone to the event for such a worthy cause. Also in attendance were Georgios Michailidis- Head of the Greek Trade Office at the Consulate General of Greece in New York, A.G.A.P.W. founder and president Olga Alexakos, Dora Trogadi- Press Attaché for the Press and Communication Office of the Permanent Mission of Greece to the UN, Maria Pardalis, Artemis Kohas, Yiannis Kaminis, Anastasia Baker, and many members of the community interested in fashion and philanthropy.

The event showcased eye-popping designs by some of the hottest up-and-coming Greek designers on the market right now. We're talking luxe materials and bold cuts, classic with a daring twist. These are the designs to be seen in this season. Take, for instance, the black-and-white striped blouse from Liana Camba: while the length of the collared shirt features horizontal lines, its built-in necktie brings in vertical stripes that give it a more modern edge. Established in 1987, Liana Camba's designs are wardrobe essentials for sophisticated career women.



*Left to right: Evi Giannakakou, Nikos Giannakakos, raffle winner Vicki Vasilopoulos, and Maria Kosmidou. Photo by Eleni Sakellis*

Then there's MY, designed by Maria Yeroula, a label typified as "wearable art statements." Taking inspiration from her native Greece as well as global travels, the designer cuts natural fabrics into eccentric forms and stitches into them compasses and the phrase "Some things are not important." 8Clothing's 2017–18 line embraces the "gender-flexible" trend with minimalist looks. You'll find coats and sweatshirts in organic materials in a neutral color palette of grey, black, and wheat.

Texture is all the rage right now. Last year was all about the straw bag. This year, Greek designers are pointing the way toward crochet. These crochet-bags aren't your yiayia's creation, though. They are bold-hued and glam, designed by V&R, the company owned by husband and wife Vasilis and Roxani Borsis.

Everyone needs a bold piece of jewelry for the holidays and beyond, and Vanile on the Rock (VoR) has you covered with metal fashioning that is all about accentuating a woman's curves. Vanessa Geroulanos, a Fine Arts graduate of the Rhode Island School of Design, looks toward the organic shapes found in nature when she sculpts her designs but they have an urban aesthetic perfect for the city girl.

Everyone knows that no look is complete without the right pair of shoes, and when it comes to Greek shoes that will stop you in your tracks, look no further than Sorelle. Though the brand name comes from the Italian word for "sisters," the dynamic duo in question, Aritsa and Valia Anastopoulos, are third-generation shoemakers whose products are handmade in Athens. Their gorgeous creations are 100% pure leather for the soles and upper linings and combine everything from Swarovski crystals to metal.

Carefully curating each piece, FDL's roots are in the ancient city of Athens but the company has found its home in the postmodern city of New York, making it "a portal that brings the most talented Greek and European designers to the US market." FDL is inspired by science and technology, seeking to push the boundaries of fashion. Dreams on Air is a 2600-square-foot retail, marketing, and PR showroom for luxury designers, located at 120 Wooster Street, in the fashionable Soho district.



Fashion Design Lab presented the event Fashion Targets Breast Cancer Hellas at 120 Wooster Street in New York's Soho. Photo by Eleni Sakellis

While shopping and mingling, guests were treated to a delicious spread of Greek appetizers. Kellari Taverna, a Greek restaurant in Midtown, provided plates of spanikopita, cheese and olives, and fresh veggies and fruits. Roots Hummus, the self-proclaimed “microbrew of hummus” that was founded in Asheville, NC, offered its diverse selection of hummus, ranging from Mango Sriracha to Thai Coconut Curry and Lima Bean. Amethystos Wine kept libations flowing with its velvety wines.

At the end of the evening, Vicki Vasilopoulos was the lucky winner of the raffle prize: a three-night stay at the luxury Cocoon Hotel on the Greek island of Santorini. Vasilopoulos, who previously worked in menswear fashion, now is a documentary filmmaker.

Shoppers walked away with pieces that will make them look like they just stepped out of a heart-pounding display window and had the added bonus of knowing they were helping to make a difference in the lives of their sisters in Greece. After years of economic crisis in Greece, the country's healthcare has faced slashed budgets. This means life-saving screenings for breast cancer are often put off until the disease has already reached late stages. Philanthropic events like Fashion Targets Breast Cancer Hellas holiday party give Greek women a fighting chance.



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