

## **NEW YORK F/W 2011 FASHION WEEK M·A·C & MILK PARTNER FOR SEASON FOUR**

NEW YORK, NY (FEBRUARY 4, 2011) -- MARKING THEIR FOURTH SEASON TOGETHER, M·A·C COSMETICS AND MILK STUDIOS ARE BACK WITH ANOTHER INSTALLMENT OF M·A·C & MILK FOR THE FALL/WINTER 2011 SEASON FROM FEBRUARY 10-17, 2011. INNOVATIVE IN CONCEPT, THIS TRULY INTEGRATED COLLABORATION BETWEEN THE INDUSTRY'S LEADING COSMETICS COMPANY AND THE WORLD'S PREMIER PHOTOGRAPHY STUDIO CONTINUES TO PREVAIL AS THE FASHION POWERHOUSE OF DOWNTOWN NEW YORK.

FROM ITS INCEPTION, M·A·C & MILK HAS PROVEN TO BRING AN INSPIRING, VISUALLY CREATIVE AND ENRICHING EXPERIENCE TO NEW YORK FASHION WEEK, SHOWCASING THE MOST EXCITING CONTRIBUTIONS TO THE INDUSTRY THROUGH VARIOUS MEDIUMS AND FORMATS. THE M·A·C & MILK PHILOSOPHY IS TO PROVIDE A MULTI-LAYERED SUPPORT SYSTEM FOR ESTABLISHED TALENT, IN ADDITION TO NEW AND EMERGING DESIGNERS. THROUGH THEIR PARTNERSHIP, M·A·C & MILK NURTURE DESIGNERS AND HELP THEM GARNER EXPOSURE FURTHER POSITIONING THE SEASON'S RISING TALENT FOR SUCCESS. FOUR SEASONS LATER, THESE GOALS HAVE NOT CHANGED.

BY BRINGING MULTIPLE DESIGNERS INTO A SINGLE SPACE M·A·C & MILK ESTABLISHED A DESTINATION FOR BUYERS, EDITORS AND STYLISTS TO SEE MULTIPLE SHOWS AND PRESENTATIONS UNDER ONE ROOF. M·A·C & MILK HAS CREATED LOCATIONS, PANELS AND EVENTS WHERE DESIGNERS CAN NETWORK WITH THESE INDUSTRY LEADERS TO ENGAGE THEM IN A LESS FORMAL WAY AND FOSTER NEW IMPORTANT RELATIONSHIPS. FOR THE PUBLIC, M·A·C & MILK INCREASES VISIBILITY BY LIVE STREAMING SHOWS, OFFERING A VARIETY OF ONSITE FASHION EXPERIENCES FOR AMERICAN EXPRESS CARDMEMBERS, AND CREATING A HUB OF MEDIA ATTENTION, WHICH WILL ENHANCE THE RETURN OF EACH DESIGNER'S INDIVIDUAL OUTREACH. WITH THE IMMENSE SUPPORT FROM THE FASHION COMMUNITY, AND THE FANS THAT HAVE EMBRACED THIS PARTNERSHIP, M·A·C & MILK HAS GROWN EXPONENTIALLY FROM A SINGLE VENUE INTO A NEIGHBORHOOD AFFAIR, CELEBRATING FASHION DOWNTOWN. FALL/WINTER 2011 IS JUST THAT, AND WITH NO SHORTNESS OF SURPRISES, OFFERING A TRULY UNIQUE ENVIRONMENT WHERE RUNWAY SHOWS AND PRESENTATIONS WILL BE HELD THROUGHOUT THE WEEK, ALONGSIDE EXCLUSIVE EXHIBITIONS, EVENTS AND COMMUNITY-DRIVEN INITIATIVES.

NOTABLY THIS SEASON, M·A·C & MILK HAS TAPPED THREE RENOWNED ARTISTS WHOSE WORKS WILL BE INCORPORATED INTO M·A·C & MILK BRANDING. MIKE PERRY, AN ART DIRECTOR'S YOUNG GUN WINNER KNOWN FOR HIS UNIQUE TYPEFACES AND SUNDRY GRAPHICS, DZINE, RECIPIENT OF A JOAN MITCHELL FOUNDATION AWARD FOR PAINTING AND SCULPTURE AND KEZ GLOZIER, OF DAZED & CONFUSED AND ANOTHER MAGAZINE KNOWN FOR JOURNALISTIC ILLUSTRATIONS WHICH DABBLE IN DARK HUMOR AND POLITICS, EACH CREATED AMPERSANDS WHICH WILL BE USED IN M·A·C & MILK BRANDING AND COLLATERAL THROUGHOUT THE VENUE. EACH OF THE ARTISTS' INDIVIDUAL AESTHETIC BRINGS A NEW LOOK AND FEEL TO M·A·C & MILK—FURTHER BRIDGING THE WORLDS OF FASHION AND ART.

### **M·A·C & MILK F/W '11 SCHEDULE**

THE DESIGNERS ARE SELECTED BY THE PRINCIPALS OF THE M·A·C & MILK – MAZDACK RASSI, CREATIVE DIRECTOR OF MILK STUDIOS, DIRECTOR & CURATOR JENNE LOMBARDO OF THE TERMINAL PRESENTS, AND THE M·A·C TEAM, WITH RECOMMENDATIONS AND INPUT FROM A GROUP OF HIGH PROFILE FASHION INSIDERS. DESIGNERS ARE SELECTED BECAUSE THE ENTIRE TEAM BEHIND M·A·C & MILK BELIEVE IN THEIR LONG TERM POTENTIAL AND THIS PRESTIGIOUS HONOR TO BE SELECTED PROVIDES SUPPORT AND A COMMUNITY TO ENGENDER GROWTH.

WORKING WITH BOTH VETERAN AND UP-AND-COMING DESIGNERS, THOSE CONFIRMED TO SHOW AT M·A·C & MILK TO DATE INCLUDE: ALEXANDER WANG, ALTUZARRA, ANNDRA NEEN, BENSONI, BODKIN, BILLY REID, COSTELLO TAGLIAPIETRA, CUSHNIE ET OCHS, DURO, ERICKSON BEAMON, ERIN FETHERSTON, GREGORY PARKINSON, ILLESTEVA, IMITATION, ISABELLA TONCHI, JEREMY SCOTT,

KATIE GALLAGHER, KEVORK KILEDJIAN, MISHA NONOO, NAHM, NOMIA, NUMBER:LAB, OHNE TITEL, PAMELA LOVE, PATRIK ERVELL, PETER SOM, PREEN, PROENZA SCHOULER, RAD BY RAD HOURANI, RICHARD CHAI MENSWEAR, ROCHAMBEAU, SOPHIE THÉALLET, STUDY BY TARA SAINT JAMES, SUNO, THE BLONDS, TIM HAMILTON, VENA CAVA, VERLAINE, AND WAYNE.

THIS SEASON'S ROSTER OF TALENT INCLUDES **ALEXANDER WANG, ALTUZARRA, ANNDRA NEEN, BENSONI BODKIN, BILLY REID, COSTELLO TAGLIAPIETRA, CUSHNIE ET OCHS, DURO, ERICKSON BEAMON, ERIN FETHERSTON, GREGORY PARKINSON, ILLESTEVA, IMITATION, ISABELLA TONCHI, JEREMY SCOTT, KATIE GALLAGHER, KEVORK KILEDJIAN, MISHA NONOO, NAHM, NOMIA, NUMBERLAB, OHNE TITEL, PAMELA LOVE, PATRIK ERVELL, PETER SOM, PREEN, PROENZA SCHOULER, RAD BY RAD HOURANI, RICHARD CHAI MENSWEAR, ROCHAMBEAU, SOPHIE THEALLET, STUDY BY TARA SAINT JAMES, SUNO, THE BLONDS, TIM HAMILTON, VENA CAVA, VERLAINE, AND WAYNE.**

### **M·A·C & MILK PROGRAMMING**

M·A·C & MILK FASHION WEEK HAS EXPANDED THEIR PARTNERSHIP TO BEYOND THE WALLS OF MILK STUDIOS TO **THE STANDARD, NEW YORK**. THE STANDARD WILL SERVE AS A SATELLITE VENUE, HOSTING M·A·C & MILK PRESENTATIONS EACH DAY IN THEIR HIGH LINE ROOM, OVERLOOKING THE HUDSON AND HIGH LINE, SHOWCASING A M·A·C & MILK COMMISSIONED PORTRAIT GALLERY, IN ADDITION TO PROVIDING ADDITIONAL OPPORTUNITIES FOR FASHION WEEK ATTENDEES TO WORK, CONNECT AND PLAY IN ITS VARIOUS VENUES THROUGHOUT THE WEEK. THIS NEIGHBORHOOD PARTNERSHIP IS A CELEBRATION OF THE MEAT PACKING DISTRICT AS "THE HOME OF DOWNTOWN FASHION".

M·A·C & MILK AND THE STANDARD, NEW YORK ARE ALSO LAUNCHING "**FASHION WEEK LIVE!**" ([LIVE.MILKMADE.COM](http://LIVE.MILKMADE.COM)) - AN EDITORIAL WEBSITE THAT WILL PROVIDE EXCLUSIVE CONTENT 24/7 CENTERED AROUND AND WITHIN ALL THE SHOWS, EVENTS, DESIGNERS AND HAPPENINGS DURING FASHION WEEK DOWNTOWN AT MILK STUDIOS AND AT THE STANDARD, PRESENTED BY AOL STYLELIST. THE PLATFORM, CREATED BY DIGITAL AGENCY ALL DAY EVERY DAY, WILL FEATURE LIVESTREAMS OF M·A·C & MILK RUNWAY SHOWS, COURTESY OF LIVESTREAM.COM, DAILY EDITORIAL AND BLOG POSTS, EXCLUSIVE PHOTO COMMISSIONS, USER GENERATED IMAGES AND VIDEOS POSTED FROM MOBILE DEVICES AND AN INTERACTIVE EVENTS CALENDAR.

THE EXTENDED M·A·C & MILK AND STANDARD'S COMMUNITY OF DESIGNERS, PHOTOGRAPHERS, ARTISTS, EDITORS AND BLOGGERS WILL ALL BE CONTRIBUTING TO THIS SITE, SHARING THEIR EXPERIENCES AND PROVIDING A PEEK BEHIND THE SCENES OF FASHION WEEK. VMA-WINNING FILM STUDIO LEGS WILL BE PROVIDING EXCLUSIVE VIDEO FEATURES. A WIDGET THAT WILL SHOWCASE A GALLERY OF ROTATING CONTENT WILL BE EMBEDDED ACROSS STANDARD CULTURE, STYLELIST, MILK.COM AND OTHER POPULAR SITES. ([WWW.STYLELIST.COM](http://WWW.STYLELIST.COM), [WWW.STANDARDCULTURE.COM](http://WWW.STANDARDCULTURE.COM))

**AMERICAN EXPRESS** - THIS FEBRUARY, AMERICAN EXPRESS IS PROUD TO OFFER NEW WAYS FOR CARDMEMBERS TO GET UNPARALLELED ACCESS TO THE FASHION INDUSTRY THROUGH A NEW PARTNERSHIP WITH MAC & MILK. AMERICAN EXPRESS CARDMEMBERS CAN PURCHASE PACKAGES FOR A WIDE VARIETY OF RUNWAY SHOWS AND PRESENTATIONS AT THE MEATPACKING DISTRICT DESTINATION FEATURING DESIGNERS SUCH AS VENA CAVA, PETER SOM, RICHARD CHAI, ERIN FETHERSTON, JEREMY SCOTT AND MANY MORE. IN ADDITION, CARDMEMBERS WILL ALSO GET UNPARALLELED ACCESS TO THE INDUSTRY INCLUDING BACKSTAGE MEET-AND-GREETINGS WITH DESIGNERS, INTIMATE DINNERS WITH SOME OF THE INDUSTRY'S BOLDEST NAMES, LIMITED ONE-ON-ONE APPOINTMENTS WITH MAC PRO TEAM ARTISTS, PRIVATE SESSIONS WITH THE ESTEEMED TEAM FROM NOTABLE PIPINO SALON, ENTRY TO SELECT AFTER-PARTIES AND MORE. FOR A COMPLETE LIST OF SHOW ACCESS AND PACKAGES THAT ARE STILL AVAILABLE FOR PURCHASE, VISIT [WWW.AMERICANEXPRESS.COM/ENTERTAINMENT](http://WWW.AMERICANEXPRESS.COM/ENTERTAINMENT)

**DELÉON CONCERT SERIES** – DELÉON TEQUILA JOINS M·A·C & MILK FOR A SECOND SEASON, AS *THE LIQUOR* STRATEGIC PARTNER FOR THE VENUE. DELÉON IS THROWING BACK CONCERTS ON-SITE AND JAM SESSIONS IN THE ROCK N' ROLL BASEMENT, AND THE ALWAYS-POPULAR DELÉON BAR ON THE 8<sup>TH</sup> FLOOR WITH INTRIGUING PAIRINGS AND EXQUISITE TASTE... JUST LIKE DELÉON TEQUILA ITSELF. ([WWW.DELEONTEQUILA.COM](http://WWW.DELEONTEQUILA.COM))

**AOL** - AOL HAS GENEROUSLY RENEWED ITS SUPPORT OF M·A·C & MILK, THIS TIME BRINGING THE ARTISTS AND WORKS THAT MAKE UP AOL'S VISUAL BRAND IDENTITY TO THE WALLS OF MILK STUDIOS DURING FASHION WEEK. MILK STUDIOS WILL FEATURE 7 PIECES FROM THE AOL ARTISTS COLLECTION ([AOLARTISTS.COM](http://AOLARTISTS.COM)), INCLUDING PIECES BY SUCH ART WORLD LUMINARIES AS DAVE WHITE AND RACHEL THOMAS.

**HIPSTAMATIC** - MAC & MILK HAS PARTNERED WITH HIPSTAMATIC, THE IPHONE APP THAT BRINGS BACK THE LOOK, FEEL, UNPREDICTABLE BEAUTY, AND FUN OF PLASTIC TOY CAMERAS OF THE PAST! THE HIPSTAMATIC KEEPS THE THE QUIRKS OF SHOOTING OLD SCHOOL BUT GIVES YOU THE ABILITY TO SWAP LENSES, FILM, AND FLASH SETTINGS ALL WITH THE SWIPE OF A FINGER. THE "MAC & MILK FASHION PACK" WILL BE LIVE FROM FEBRUARY 10TH – 17TH AND WILL BE AVAILABLE FOR FREE DOWNLOAD IN THE APPSTORE. HIPSTAMATIC PHOTOGRAPHER CHUNKY WILL BE ON HAND TO CAPTURE ALL THE EXCITEMENT OF MAC & MILK FASHION WEEK – ALL IMAGES WILL BE VIEWABLE ON FASHION WEEK LIVE!

**ROBERTA'S** – BUSHWICK'S FINEST ARTISANAL PIZZA JOINT WILL OPERATE A POP-UP IN THE MILK STUDIOS LOFT ON SATURDAY, FEBRUARY 12 AND SUNDAY, FEBRUARY 13. THE SPACE WILL BE FULLY BUILT-OUT IN COLLABORATION WITH **HOUSING WORKS** TO FEEL AS COZY AS ROBERTA'S BROOKLYN HOME. HOUSING WORKS IS A HEALING COMMUNITY OF PEOPLE LIVING WITH AND AFFECTED BY HIV/AIDS. THEIR MISSION IS TO END THE DUAL CRISES OF HOMELESSNESS AND AIDS THROUGH RELENTLESS ADVOCACY, THE PROVISION OF LIFESAVING SERVICES, AND ENTREPRENEURIAL BUSINESSES THAT SUSTAIN OUR EFFORTS. ALL THE FURNITURE AND ACCESSORIES FOR THE ROBERTA'S POP-UP (NOT INCLUDING ROBERTA'S BENCHES AND TABLES) WILL BE SOLD VIA AN ONLINE AUCTION, HOSTED BY THE HOUSING WORKS'. IN ADDITION TO BEING OPEN FOR M·A·C & MILK GUESTS TO ENJOY A BITE DURING PRESENTATIONS, ROBERTA'S AT M·A·C & MILK WILL ALSO BE THE HOME OF PRIVATE EVENTS, BOTH GENEROUSLY SUPPORTED BY ALDO IN CELEBRATION OF THE BRAND'S NEW RISE PROGRAM. ([WWW.ROBERTASPIZZA.COM](http://WWW.ROBERTASPIZZA.COM))

**ALDO** – ALDO IS PROUD TO ANNOUNCE THE NEW RISE PROGRAM AS PART OF M·A·C & MILK. THE RISE INITIATIVE SEEKS TO SUPPORT THE BRIGHTEST NEW TALENT IN THE DESIGN AND PHOTOGRAPHY WORLDS. ALDO WILL BEGIN AN ONGOING SERIES OF COLLABORATIONS WITH M·A·C & MILK DESIGNERS AND HAS COMMISSIONED PHOTOGRAPHER KAI REGAN TO SHOOT "IMAGES FROM THE STREET", AND PROVOCATIVE SERIES OF PORTRAITS WHICH WILL BE SHOWCASED AS THEY ARE TAKEN. TO COMMEMORATE THE FALL WINTER 2011 SEASON, ALDO HAS PRODUCED A LIMITED-EDITION "RISE" KNUCKLE RING, WHICH IS SURE TO BE ONE OF FASHION WEEK'S MOST SOUGHT AFTER ACCESSORIES. ([WWW.ALDOSHOES.COM](http://WWW.ALDOSHOES.COM))

**J BRAND** – J BRAND ALSO RECOGNIZES M·A·C & MILK AS A HOTBED OF CREATIVE TALENT. AS PART OF THEIR PARTNERSHIP WITH THE PROGRAM, J BRAND HAS DESIGNED A SPECIAL PAIR OF M·A·C & MILK JEANS TO OUTFIT THE PARSONS INTERNS, WHO GIVE SO GENEROUSLY GIVE THEIR TIME TO M·A·C & MILK, ROBERTA'S STAFF AND TALENT PERFORMING AT MAC&MILK THIS SEASON. FOLLOWING THE SUCCESS OF THE 5X5 COLLABORATION IN LONDON, J BRAND HAS A COMMITMENT TO SUPPORT EMERGING AND ESTABLISHED DESIGNERS. ([WWW.JBRANDJEANS.COM](http://WWW.JBRANDJEANS.COM))

**ARTIST COLLABORATION** -- MIKE PERRY, AN ART DIRECTOR'S YOUNG GUN WINNER KNOWN FOR HIS UNIQUE TYPEFACES AND SUNDRY GRAPHICS, DZINE, RECIPIENT OF A JOAN MITCHELL FOUNDATION AWARD FOR PAINTING AND SCULPTURE AND KEZ GLOZIER, OF *DAZED & CONFUSED* AND *ANOTHER MAGAZINE* KNOWN FOR JOURNALISTIC ILLUSTRATIONS WHICH DABBLE IN DARK HUMOR AND POLITICS, EACH CREATED AMPERSANDS WHICH WILL BE USED IN M·A·C & MILK BRANDING AND

COLLATERAL THROUGHOUT THE VENUE. EACH OF THE ARTISTS' INDIVIDUAL AESTHETIC BRINGS A NEW LOOK AND FEEL TO M·A·C & MILK—FURTHER BRIDGING THE WORLDS OF FASHION AND ART.

**SHOPBOP.COM PRESENTS THE PARSONS PANEL DISCUSSION** A HALLMARK OF M·A·C & MILK'S DEDICATION TO EDUCATIONAL OUTREACH, FITTINGLY SPONSORED BY SHOPBOP.COM, THE LEADING WOMEN'S ONLINE FASHION BOUTIQUE WORLDWIDE THAT IS COMMITTED TO CARRYING MANY CONTEMPORARY LINES MADE IN AMERICA. THIS SEASON'S DISCUSSION WILL TACKLE THE QUESTION **"MADE IN THE USA: WHAT SHOULD WE BE DOING?"** AN ALL-STAR PANEL OF INDUSTRY INSIDERS, INCLUDING JEFF RODES, FOUNDER & CEO OF J BRAND, TOMMY HILFIGER, ANDREW ROSEN, AND ROGAN GREGORY, WILL DEBATE THE SUSTAINABILITY OF LOCAL SOURCING AND PRODUCTION AND ITS PRACTICALITY IN THE GLOBAL MARKETPLACE, MODERATED BY PARSONS DEAN SIMON COLLINS.

**"IFB EVOLVING INFLUENCE CONFERENCE"** – M·A·C & MILK IS PROUD TO SUPPORT THE FUTURE OF MEDIA BY HOSTING INDEPENDENT FASHION BLOGGERS (IFB) EVOLVING INFLUENCE CONFERENCE, A TWO DAY SERIES OF PANELS AND WORKSHOPS MEANT TO PROVIDE A PLATFORM FOR NETWORKING AND FOR A DIALOGUE ON THE EVER CHANGING TRENDS IN SOCIAL MEDIA. SOME OF THE TOP BLOGGERS AND MEDIA BRANDS WILL BE SITTING ON THE PANELS, THROUGHOUT FEBRUARY 10. THE KEYNOTE ADDRESS WILL BE GIVEN BY TWO MEMBERS OF THE M·A·C & MILK "FAMILY" JACK MCCULLOUGH AND LAZARO HERNANDEZ OF PROENZA SCHOULER. M·A·C & MILK IS ALSO SUPPORTING **TUMBLR'S** FASHION WEEK INITIATIVE, WHICH IS GIVING 22 FASHION BLOGGERS THE OPPORTUNITY TO EXPERIENCE NEW YORK FASHION WEEK. M·A·C & MILK WILL BE PROVIDING THESE BLOGGERS WITH FULL ACCESS TO ALL SHOWS, PRESENTATIONS AND EVENTS. (WWW.HEARTIFB.COM, WWW.TUMBLR.COM)

ONE DRINKS WILL BE KEEPING M·A·C & MILK HYDRATED AND FED THROUGHOUT THE DURATION OF NEW YORK FASHION WEEK.

FOR MORE INFORMATION ON M·A·C & MILK, PLEASE CONTACT OW! ONORATO WIXOM AT THE INFORMATION ABOVE.

#### **ABOUT M·A·C & MILK**

AN EXTRAORDINARY PLATFORM, M·A·C & MILK CREATES OPPORTUNITIES FOR BOTH EMERGING AND ESTABLISHED DESIGNERS TO GROW THEIR BRANDS AND TAKE THE NEXT STEP IN THEIR CAREERS. SINCE SEPTEMBER 2009, M·A·C & MILK HAVE BEEN DEDICATED TO NURTURING THE TALENT OF BOTH VETERAN AND EMERGING DESIGNERS BY PROVIDING A CENTRAL HUB TO HOST RUNWAY SHOWS, PRESENTATIONS AND SPECIAL EVENTS DURING NEW YORK FASHION WEEK AS WELL AS M·A·C'S MAKEUP ARTISTRY EXPERTISE AND PRODUCT SUPPORT VIA THE M·A·C PRO TEAM.

SINCE THE INCEPTION OF THE PARTNERSHIP, M·A·C & MILK HAS EXPANDED BEYOND THE PHYSICAL WALLS OF MILK STUDIOS INTO THE MEATPACKING DISTRICT NEIGHBORHOOD OF NEW YORK CITY. IN THE F/W 2011 SEASON, M·A·C & MILK WILL HOST 40 RUNWAY SHOWS, PRESENTATIONS AND EVENTS. FOR ADDITIONAL INFORMATION ON M·A·C COSMETICS VISIT M·A·CCOSMETICS.COM OR FOR MILK STUDIOS VISIT MILKSTUDIOS.COM.

FOR MORE INFORMATION ON MAC & MILK, PLEASE CONTACT:

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