

BORGHESE NEWS & EVENTS

SEPTEMBER 2007

NYC Fashion Week 2007

As a precursor to our new ad campaign, Borghese participated in twelve NYC fashion week events/shows this season. Borghese samples were put into the hands of some of the most fashionable celebrities, editors and other fashion week attendees. Some shows that we participated in are as follows:

Form Spring 08 Presentation	Carlos Campos Spring 08 Show
Lura Starr Spring 08 Presentation	Tracy Reese Spring 08 Show
Ports 1961 Spring 08 Show	Indashio Spring 08 Show
Kanye West Album Listening Party	Peter Som Spring 08 Show
Edwing D'Angelo	2XIST Spring 08 Show
Keith Michael Spring 08 Show	
Roger Williams Hotel & Altra Magazine Pre Fashion Week Show	

Don't be surprised if this fall you see our Faux Croc Orange totes on the shoulders of the cities fashionistas. We handed out hundreds during three of the fashion week shows.

As Featured In

Borghese is everywhere! Check out all of this month's contests, mentions, blogs and more.

- Marie Claire- September issue- Sweet-issimo Contest Page 40
- Shecky's Beauty at It's Best Website- Fango Mud won best Hydrating Face Mask-
<http://beautynightout.sheckys.com/fall2007/baib.asp?rf>
- Beautiful Makeup Search
<http://www.beautifulmakeupsearch.com/beauty-blog/back-to-school-beauty-easing-your-way-into-fall.html>
- Splendicity- (2) Spring it On contests
<http://www.stylemanila.com/2007/09/09/win-splendicity-borghese-cosmetics-and-glamour-magazine-subscription/> and <http://www.splendicity.com/the-splendid-sunday-contest/>

Philanthropy

Borghese also donated baskets for auction to the following charitable & trade events:

Ante Up for Autism
Big Brother & Big Sisters October Ball
Boys & Girl Town
Ladies Who Launch Live!

