



ANNE FONTAINE

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PRESS RELEASE

**“Being Green is Being Keen”
Celebrities Get SMART and Shop For A Cause**



September 17, 2009 – Atlanta, GA. On **Thursday, Sept 24 at 7pm**, silver screen and TV actress, **Terri J. Vaughn** (*The Steve Harvey Show, Soul Food, All of Us, Tyler Perry drama Daddy's Little Girls*) hosts **SMART**; a series of eco-conscious brand experiences benefitting the Decatur-based greenspace destination and community resource - **Wonderland Gardens**. **Anne Fontaine Paris**, one of the fashion industry's most respected designer houses, serves as the backdrop for the launch event and welcomes Atlanta's elite for an intimate shopping experience and champagne toast 3500 Peachtree Rd NE Atlanta, GA 30326 Partial proceeds

benefit Wonderland Gardens.
814-2373.

RSVP Required: atl@annfontaineusa.com or (404)

Perhaps no one understands the idea of reinterpreting a classic better than Anne Fontaine, the Brazilian French noted designer and philanthropic environmentalist who was listed as *“What to Wear”* in Oprah Winfrey’s *O Magazine*. Known most for designing ‘the ultimate shirt’ styled classically or frothy styled with ruffles, tucks or lace, even ever-so-chic ballooned sleeves, Fontaine understands the desire for externally flattering shirts, but upholds a philosophy of women’s self well-being. Each shirt has a stringent French label that certifies the origin and compounds of Fontaine’s products.

Carla Byrd, Principal Consultant of **A Byrd’s Eye Image Branding Group**, developed the **SMART SERIES** as a way to engage eco-smart brands for the betterment of the community. “Healthy living is key to a healthy community,” says Byrd, “and whether it’s through fashion, culinary arts or transportation, I feel that living green is living keen! I am exciting to drive consumers towards a more eco-awareness consciousness.”

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About Wonderland Gardens

Wonderland Gardens is a 501(c) (3) nonprofit is committed to stewardship of the Earth through programs that actively promote organic gardening, Green education, recycling and encouraging healthy living in communion with nature. For more than a decade, Wonderland Gardens, located in Decatur, Georgia has been an 8.5 acre community resource that provides education programs, invigorating nature walks, restful flower gardens and organically grown fruits and vegetables that are available for public viewing and consumption. The Wonderland Gardens’ concept is unique within the urban community but also appeals to individuals from diverse backgrounds who seek a place of healing and respite from their daily toils. Wonderland Gardens’ mission is to develop a self-sustaining, hands-on Greenspace Destination and community resource that connects people to nature. www.wonderlandgardens.org

ABOUT ANNE FONTAINE

Named after its founder, the company Anne Fontaine is internationally renowned for its collections of luxurious white blouses, and more recently for its range of jackets, pullovers and fine accessories. Ann Fontaine designs a minimum of 1,000 shirts a year, 500 shirts per collection. Of these, 150 are selected for stores. The collections are updated twice a year with a hundred or so new models—each of which is identified by their unique design and natural fabrics. Admired for their smart approach to styling women in natural and spontaneous elegance, Anne Fontaine's designs personify her commitment to her roles as both noted fashion designer and philanthropic environmentalist. In 2007, the sheik eco-friendly Anne Fontaine Spa opened along with the 65th shop in her name. In addition to designing her signature collection, Fontaine puts her talents to use for various charities each year. www.annefontaine.com

About A Byrd's Eye IMAGE BRANDING GROUP

A Byrd's Eye is a consulting group that offers identifiable image and branding services to create the visual blueprint desired by our clients. We launched our company with a focus on personal branding and we have integrated offerings into relationship branding. Our team is comprised of various individuals that specialize in consumer marketing and image consulting. They use a keen eye and a plan to enhance your brand. www.abirdseye.com