

THE Underfashion
CLUB, inc.

Tuesday, February 2
Cipriani 42nd Street, NYC

2010
FEMMY
GALA



Underfashion CLUB, Inc.

In the wake of the devastation brought about by the earthquake that leveled much of Haiti, the Underfashion Club has financially supported the efforts of *Doctors Without Borders* to provide emergency medical care to the survivors.

Additionally, we applaud the efforts of so many other organizations, including K.I.D.S. (*Kids In Distressed Situations*), a 25-year-old charity that has mobilized the apparel industry and already raised more than \$6 million in products (clothes, socks, underwear and blankets) for the men, women and children of Haiti.

Their efforts are ongoing and, in the months to come, as that country rebuilds and the news media departs, there will continue to be a need for a variety of items donated by manufacturers and retailers.

If your company is in a position to make new product donations in aid of this monumental relief effort, kindly consider contacting:

KIDS IN DISTRESSED SITUATIONS

K · I · D · S ·

Giving Back in Brand New Ways

212.279.5493 / 800.266.3314

www.KIDSdonations.org

The Underfashion Club, Inc.

Rosa Chamides, Tom Garson and Barbara Lipton
Femmy Gala Chairpersons

welcome you to the

FEMMY GALA 2010

HONORING

FELINA LINGERIE

Accepted by
ROBERT ZARABI
President & Chief Executive Officer

Innovation Award Recipient

BARE NECESSITIES®

Accepted by
NOAH WRUBEL
Chief Executive Officer

REGINA MIRACLE INTERNATIONAL

Accepted by
MR. Y.Y. HUNG
Chairman

Lifetime Achievement Recipient

GWEN WIDELL

Sr. Vice President of Merchandising
WACOAL AMERICA INC.

MACY'S

Presented by
ROB SMITH

Executive Vice President/General Merchandise Manager
Juniors, Dresses, Suits, Swim, Coats, Intimate Apparel and Kids

Tuesday, February 2, 2010
Cipriani 42nd Street, New York City

GUEST COMEDIAN HAL SPARKS

Actor, comedian, musician Hal Sparks began his professional career in Chicago as a member of the famed Second City Troupe, where his quick wit and affable personality quickly gained him recognition and acclaim. After moving to Los Angeles, he performed at numerous comedy clubs, including The Improv, The Comedy Store, The Laugh Factory and The Ice House.

For five seasons, he co-starred as Michael Novotny on the hit Showtime series "Queer As Folk," based on the controversial and critically acclaimed British series. His television credits also include guest-starring roles on "CSI," "Frasier," and "One on One."

Hal's film credits include roles in "Spiderman 2," "Dude, Where's My Car?," "Dickie Roberts, Former Child Star" and "Chopper Chicks in Zombie Town" with Billy Bob Thorton. His numerous television appearances include "The Tonight Show," "Larry King Live," "Charlie Rose," "Good Morning America," "The View," "Politically Incorrect," MTV and "Jimmy Kimmel Live."

In addition to a busy acting and stand-up career, Hal is an accomplished singer/songwriter/musician. He and his band, *Zero 1*, have released their debut album and will soon be touring the country.



CELEBRITY HOST KELLY KILLOREN BENSIMON

Kelly Killoren Bensimon is a noted author, influential editor, model, and tastemaker. Last summer, Kelly launched her 'Pocahontas' inspired jewelry line with Pascal Mouawad at Intermix stores nationwide.

Kelly recently made her mark on the small screen as the newest addition to Bravo's hit show *The Real Housewives of New York*. She will return for the show's eagerly anticipated third season this March.

Kelly has made a career reporting on fashion and style with her own insights gleaned from years spent growing up in the fashion industry. She began working as a model at the age of 15. When it came time for college, Kelly moved east and began studying at Trinity College before transferring to Columbia University, where she graduated with a BA in English literature and creative writing.

After college, Kelly focused on both her modeling and writing careers and flourished at both. In 2001 Kelly helped Niche Media to create and launch *Gotham* magazine, where she worked as an editor. As Editor of *Elle Accessories*, Kelly launched the publication in 2005. A former contributor to *Hamptons Magazine*, Kelly wrote two successful fashion columns: "In the Spirit of the Hamptons" and "Most Wanted." Her columns inspired *In The Spirit of the Hamptons* (2002), a book for influential publisher Assouline. The book remains one of the company's top sellers. Kelly is also the author of *American Style* (2004) and *The Bikini Book*, (2006) both published by Assouline.

Kelly regularly lends her style commentary to television shows including: *The Today Show*, *Good Morning America*, *Oprah*, *CNN*, *Style*, and *Extra*. She also stars in *Behind the Hedges* on Plum TV, a reality show based on her adventures in New York City and the Hamptons.



President's Letter 2010

Good evening and welcome to the **Femmy Gala**, the Underfashion Club's annual dinner that recognizes and celebrates the significant achievements of Intimate Apparel Industry leaders worldwide! Honorees are selected from the retail, manufacturing, supply and design sectors of the business. The 2010 honorees, **Macy's, Felina Lingerie, Regina Miracle International, Bare Necessities** and **Gwen Widell** clearly exemplify innovative spirit and dedication to our industry!



WALTER COSTELLO

As a fundraising event, the Femmy Gala serves a dual purpose: creating a venue for business and social interchange, and generating the monies that enable us to fulfill our mission of **"Supporting education today for a better industry tomorrow."** The Underfashion Club provides financial support to students through our extensive scholarship and internship programs. In 2009, the Underfashion Club's SAIG (Scholarships Internships Awards and Grants) Committee contributed **\$158,000 in scholarships and internships** to the best and brightest students at the Fashion Institute of Technology and the High School of Fashion Industries.

As part of our emphasis on the students who will be the future of the industry, the Femmy Gala is hosting, for the seventh consecutive year, a design contest for Intimate Apparel track students from FIT. Thanks are extended to the SAIG Co-Chairs, **Suzanne Beck and Victor Vega** and to **FIT Professor Alexandra Armillas**, for creating this year's contest: *Femme Fatale*, inspired by '20's to '40's Film Noir. Special thanks to **Regina Miracle International and Stretchline Holdings** for generously sponsoring the 2010 contest!

President's Letter (continued)

For 52 years, the Underfashion Club has been a bastion of dedicated volunteers who are passionately working to make a difference in our industry! We strive each year to offer our members benefits that will enhance their knowledge of the industry, and their opportunity for advancement:

* Our **web site, www.underfashionclub.org**, is the portal for mining a wealth of information and guidance, which includes an online Membership Directory, a Job Bank, and a Femmy Journal Archive. Visit our web site, and please contact us with your comments and ideas!

* Our **Newsletter, "Insider,"** shines a spotlight on industry leaders and topics and provides trend direction! It is emailed to our members and is available on the web site.

* Our **Seminars** inform and educate our members and industry associates in a comfortable, social atmosphere.

The Femmy Gala takes months of advance planning. Hearty congratulations and thanks to Femmy Co-Chairs, **Rosa Chamides, Barbara Lipton and Tom Garson** for their enthusiasm and hard work. I would like to extend my heartiest congratulations to all of the Femmy Honorees, and a personal thank you to the Officers and Directors of the Underfashion Club and to all of the members who have greatly contributed to this evening's success!

Walter Costello
President

PAST PRESIDENTS OF THE UNDERFASHION CLUB

Barry Ross	2005 - 2009
Janet Malecki	2001 - 2005
James Zendman	1999 - 2001
Donald LaTorre	1995 - 1999
Jill Gerson	1993 - 1995
Ronald Ross	1990 - 1993
Harriet Levenson	1985 - 1990
Norma Reinhardt	1980 - 1985
Audra Arnsdorf	1977 - 1980
Charlotte Lockwood	1974 - 1976
Mary Mark	1973
Anita Steckman	1971 - 1972
Mercy Dobell	1969 - 1970
Janet Bowen	1968
Zaz Scullin	1967
Jean Gordon Goldman	1966
Joan Rose	1964 - 1965
Mercy Dobell	1962 - 1963
Mildred Bell	1961
Mildred Schindler	1960
Anne Martelli	1959
Jean Gordon	1957 - 1958

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Lance T. WhitakerFairlane/Veratex

Tina M. Wilson

Directors Emeritus

Alan J. Fisher

Norma Mascarotti

Janet J. Peters

James P. Zendman

PREVIOUS FEMMY AWARDEES

ESTELLE ADLER	Bloomingdale's
EILEEN AHERN	Mutual Buying Syndicate
GREGG ATHY	Dillard's
JERRY BANNER	Wundies/Kickaway, Inc.
RUTH BELL	Caldor
MARGARET BEVIN	Blackton's
SUE BICKSLER	JCPenney
MARVIN BIENENFELD	Bestform, Inc.
SAMSON BITENSKY	Fab Industries, Inc.
JANET BOWEN	Montgomery Ward
SADIE BRICK	Abraham & Straus
LANA CAIN	Sears, Roebuck & Company
JANET CAMPBELL	Strawbridge & Clothiers
CAROLE HOCHMAN DESIGN GROUP	Accepted by Carole Hochman and Neil Hochman
JACK CASSIDY	Lily of France
LEE A. CHADEN	Sara Lee Intimates
JACK COHEN	Craftex Creations, Inc.
COTTON INCORPORATED	Accepted by J. Berrye Worsham
WILMA COX	Adam, Meldrum & Anderson
DAYTON'S MARSHALL FIELD'S HUDSON'S	Accepted by Dale Nitschke
WILLIAM DILLARD, III	Dillard's, Inc.
MERCY DOBELL	Mercy Dobell Consultants
LENNY EDELSON	Westchester Lace, Inc.
MARY KAY EDWARDS	Sara Lee Corp.
ELASTIC FABRICS OF AMERICA	Accepted by Jim Robbins
OLGA ERTESEK	Olga Co.
RONA EZRATTY	K-Mart Apparel Corporation
LEE FABRIS	Bloomingdale's
FASHION RIBBON WORLDWIDE GROUP	Accepted by William Rosenzweig
BOB FERRARO	Sears, Roebuck & Company
KATHRYN MAYES FIELDS	Federated Merchandising
MICHAEL FITZGERALD	Delta Galil USA
SALLY FRAME	Saks Fifth Avenue
DONALD FRANCESCHINI	Sara Lee Corporation
FREDERICK'S OF HOLLYWOOD	Accepted by George W. Townson
SUE GARDNER	Abraham & Straus
PHYLLIS GORELL	Kohl's
MICHAEL GOTTLIEB	Liberty Fabrics of New York, Inc.
HOWARD GROSS	Victoria's Secret Stores

PREVIOUS FEMMY AWARDEES (continued)

CAROLE HOCHMAN	.Carole Hochman Designs, Inc.
JACK INGOLD	.Sears, Roebuck & Company
ISABEL IVERSON	.Lord & Taylor
JCPENNEY	.Accepted by Ceil McDermott and Janet Hercules
JOCKEY INTERNATIONAL, INC.	.Accepted by Edward C. Emma
CHRISTINA JOHNSON	.Olga Co.
DONNA KARAN	.Donna Karan International
NORMAN KATZ	.I. Appel
ROGER KLAUBER	.Klauber Brothers Inc.
KOMAR	.accepted by Charles Komar
DAVID KRIVITSKY	.Native Textiles
RAY LaCASSE	.Allied Corporation
EDITH LANG	.Lerner's
BRENDA LAUDERBACK	.Dayton-Hudson
JANET LAW	.Saks Fifth Avenue
HARRIET LEVENSON	.Slumbertogs, Inc
BARBARA LIPTON	.Saks Fifth Avenue
JACK LOCASCIO	.Bali Co.
ELLE MACPHERSON	.Elle Macpherson Intimates
FRANK MAGRONE	.NCC Industries
MAS HOLDINGS	.Accepted by Mahesh Amalean
MAIDENFORM	.Accepted by Thomas Ward and Maurice Reznik
EVA McCLOY	.Strawbridge & Clothier
HELEN McCLUSKEY	.Warnaco, Inc.
STEVEN McCracken	.DuPont Textiles & Interiors
MARY McMAHON	.Macy's
TERRI MEICHNER	.Federated Merchandising Stores
WILLIAM MOLL	.Macy's West
KARYN MONGET	.Womens Wear Daily
KITTY MULLINS	.Franklin Simon
ROBERT MULRENAN	.Warnaco World Wide
JOSIE NATORI	.The Natori Company
NEIMAN MARCUS	.Accepted by Ann Stordahl
CHARLES L. NESBIT, JR	.Sara Lee Intimate Apparel
JANET K. NOLEN	.J.C. Penney Co. Inc.
NORDSTROM, INC.	.Accepted by Pete Nordstrom
DIANE PACCIONE	.May Merchandising Company
JANICE E. PAGE	.Sears, Roebuck & Company
JOYA PATERSON	.S&S Industries

PREVIOUS FEMMY AWARDEES (continued)

JANET J. PETERSVanity Fair
LESLIE A. REGENBOGENDarlington Fabrics Corporation
NORMA REINHARDTAbraham & Straus
DA ROSENTHALMaidenform
RONALD A. ROSSSextet Fabrics, Inc.
ELIZABETH RUNYONRich's
MARC SELDINMiss Elaine
SELMA LOHMAN SMITHArnold Constable
SOCIETE LUCIEN NOYON, S.A.S.Accepted by Olivier Noyon
ROSALIND STARKMANBloomingdale's
ANITA STECKMANM.M.I.
SARAH STEINBali
EVE STILLMANEve Stillman
IRENE LEE SZEKELYB. Gertz
TARGET STORESAccepted by Don Hasek
GENEVIEVE TOWNSENDJ.L. Hudson
PETER VELARDIVanity Fair
VICTORIA'S SECRETAccepted by Grace Nichols & Sharen Turney
WACOAL AMERICA INC.Accepted by Yoshikata Tsukamoto
WAL*MARTAccepted by Lucy Cindric and Anne Marie Kehoe
WAL*MART STORES, INC.Accepted by Mike Smith
HENRY WARSHOWH. Warshow & Sons, Inc.
DAVID WELSCHCupid Foundations, Inc.
THE WIENER FAMILYWiener Laces
TOM WYATTWarnaco Intimate Apparel

PREVIOUS HUMANITARIAN AWARDEE

RICHARD MURRAYWacoal America, Inc.

PREVIOUS LIFETIME ACHIEVEMENT AWARDEES

ANN DEALFashion Forms, Inc.
MATTHEW GOLDSTEINGuilford Mills, Inc.
GEORGE GREENBERGGuilford Mills, Inc.
ROSLYN LANCES HARTELances Harte Inc.
STAN HERMANStan Herman Studios
GARY E. HUGHESGH Lace, Inc.
MILTON KRISTTIntimate Fashion News
NORENE MAIERDillard's
JEANNE MARTINIBali Division of Sara Lee
RITA MAZZELLAIntimate Apparel Fit Model
RAY PIOLIMaidenform
NORMA REINHARDT
SHEILA SOLOMONPriamo Designs Ltd.
SAM WEINBERGBF/IA
EILEEN WESTEileen West

PREVIOUS GLOBAL AWARDEES

MAUREEN BARNESMarks & Spencer
SALIM M. IBRAHIMDu Pont

PREVIOUS INNOVATION AWARD RECIPIENTS

2006 – INVISTA, INC. Accepted by Robert L. Kirkwood
2007 – BLOOMINGDALE'S Accepted by Liz Hospador
2008 – STRETCHLINE HOLDINGS .. Accepted by Timothy Speldawinde
2009 – SARA BLAKELY Spanx, Inc.

S.A.I.G.
Scholarships **Awards** Internships Grants



2010 Fashion Institute of Technology
Student Design Contest Winners
Brandon Grimm (2nd prize,) Aubrey Meade (1st prize,) and
Ayaka Notake (3rd prize,)
with SAIG co-chairs Suzanne Beck and Victor Vega

S.A.I.G.

Scholarships Awards Internships Grants

The Underfashion Club, Inc. has just concluded another successful year of providing scholarships and internships for students interested in pursuing careers in Intimate Apparel. The Club works with industry leaders to develop and strengthen ties with both the Fashion Institute of Technology and the High School of Fashion Industries. Students from these Institutions have been the primary beneficiaries of the Club's considerable financial support of "education today for a better industry tomorrow."

The Underfashion Club is dedicated to the belief that the future depends on attracting and educating young people to the opportunities in our industry. As a means to this end, our scholarships provide substantial monetary support to students who pursue college-level, intimate apparel-related courses. Our internship program provides college students with the opportunity of working as interns for intimate apparel manufacturers, suppliers and retailers while continuing their education. As a result of this program, several graduates have entered our industry. It is our expectation that companies will hire more students based on the success of the current endeavor.

The Femmy Gala is the fundraising vehicle, which enables the Underfashion Club to support its extensive Scholarship, Awards, and Internship programs. The Club has also been fortunate in attracting corporate sponsors for scholarships. Last year, FIT students benefited from the largesse of companies such as Spanx Inc. and Nordstrom Inc. We are especially grateful to Regina Miracle International and Stretchline Holdings for underwriting this year's Femmy student design contest.

If you or your company would be interested in sponsoring a paid intern or additional scholarship opportunities, we would be most pleased to hear from you.

Please contact the Underfashion Club Office at 845-758-6405



OUR VERY SPECIAL THANKS
TO
STUDENT DESIGN CONTEST
SPONSORS

Regina Miracle International
Stretchline Holdings

The Underfashion Club, Inc.

PROGRAM

OPENING

Walter Costello

President, The Underfashion Club, Inc.

Hal Sparks

Guest Comedian

Kelly Killoren Bensimon

Celebrity Host

AWARDS PRESENTATION

FELINA LINGERIE

Accepted by Robert Zarabi, President & Chief Executive Officer

Introduced by Diane Kantor, National Merchandise Manager –
Lingerie and Hosiery, Nordstrom

BARE NECESSITIES, Innovation Award Recipient

Accepted by Noah Wrubel, Chief Executive Officer.

Introduced by Bob Vitale, Executive Vice President - Sales & Marketing,
Wacoal America Inc.

REGINA MIRACLE INTERNATIONAL

Accepted by Mr. Y.Y. Hung, Chairman

Introduced by Kristin Kramer, Senior Vice President,
Bra Launch and Product Development, Victoria's Secret

GWEN WIDELL, Lifetime Achievement Recipient

Sr. Vice President of Merchandising, Wacoal America Inc.

Introduced by Richard Murray, President, Wacoal America Inc.

MACY*S

Accepted by Abigail James, GVP/DMM Intimate Apparel and
Michael Hersh, GVP/DPM Intimate Apparel

Presented by Rob Smith, EVP/GMM Juniors, Dresses, Suits,
Swim, Coats, Intimate Apparel and Kids

VIDEO PRESENTATION

STUDENT DESIGN AWARDS

CLOSING

FELINA LINGERIE

A lingerie company committed to creating beautiful designs for the American consumer. It was Morad Zarabi's vision in 1982 to create a family business while raising his children to become influential business people with the highest standard of ethics and creativity.

Morad proudly built his company and beginning in 1988, his son, Robert, immersed himself in all aspects of the business from customer service to product development with devotion and integrity emulating his father's passion.

In 1993, the reins of the company were handed to Robert as President and CEO of FELINA. Robert's infusion of youth, vision, sense of style, and desire for innovation spread rapidly through the company. European designs with an American fit at mid-tier pricing became an immediate success and began long-lasting partnerships with retail stores such as Nordstrom's, Macy's, Lord & Taylor, Dillard's, and hundreds of specialty and bridal stores throughout the country. The success of the brands led to continued growth with private branded customers as well, including Victoria's Secret, Kohl's, Target, Frederick's of Hollywood, Sears, Soma and Steinmart. This distinguished group of retail partners continues to be encouraged by Felina's passion for product, quality, and superb customer service.

Robert married Nazy in 1999 and they have three children, Celine, Nicolette, and most recently their son Benjamin. As the family has grown, so has the business, with the addition of sleepwear and daywear divisions, as well as the acquisition in 2003 of JEZEBEL, a brand established in 1958 and known as one of the innovators of the push up bra in the USA. Robert used the same style of determination, passion, and eye for trend right merchandise, and applied them to the new brand as well as new product categories. Felina's most recent brand, PARAMOUR, is geared towards the fashion full busted consumer, and the new BODY JEWELS brand to be introduced in 2010 will address the younger contemporary consumer. In addition, the company is expanding its branded presence with various licensing categories.

In 2004, Michael Zarabi, Robert's brother, graduated from USC with a financial degree earmarked to utilize his knowledge and strong business sense to the Felina family as he oversees purchasing and the finances of the company.

As we move forward as an industry, Felina has positioned itself to insure its continued success by providing a high level of passion for product with a team built on integrity and the desire to provide the highest level of service and partnership to its retail partners and their consumers.



ROBERT ZARABI

Innovation Award Recipient

BARE NECESSITIES

BareNecessities.com was founded in 1998 by partners Noah Wrubel, CEO and Bill Richardson, President and COO. The vision was to create an online shop that could satisfy the intimate apparel needs of women everywhere, with the attention to detail and personal service of a local lingerie boutique.

In the decade following the website launch, Bare Necessities has achieved impressive year over year growth, accelerating quickly from its start-up beginnings to becoming the recognized leader in its category online.

Today Bare Necessities is the largest online specialty retailer of branded and designer intimate apparel and men's underwear. The company employs over 120 employees involved in all facets of e-commerce, with Marketing and Creative, Merchandising, Content Management, Customer Service, IT and Fulfillment, all managed in house.

Bare Necessities has been recognized by InStyle Magazine as "Best Internet Shop" for two consecutive years, as well as "Best for Lingerie" in the InStyle 2008 Spring Shape issue. Bare Necessities has also received recognition for its Bridal Guide, as one of Modern Bride's "Top Web 100".

As the company has grown, it has remained focused on its mission to be the premier destination for branded intimate apparel and men's underwear, in a selection of sizes not found anywhere else. Building a loyal following for customers in all sizes and body types, Bare Necessities excels in making shopping for intimates an easy and satisfying experience online. Offering a range of over 150 top brands, bras in over 200 sizes, plus sizes for women, as well as Big and Tall for men, Bare Necessities truly offers a great fit for every body type.

Bare Necessities launched its inaugural print catalog in 2008, successfully adding another sales channel and providing customers with a new way to shop for branded lingerie. In 2009, Bare Necessities launched smaller, more targeted print catalogs, highlighting specific product categories and brands.

Noah Wrubel, CEO, attributes the company's success in large part to its many long-lasting vendor relationships, and extends his appreciation for their partnership over the years.



NOAH WRUBEL

REGINA MIRACLE INTERNATIONAL

Regina Miracle International Limited was established in 1998 as a bra pad manufacturer in Shenzhen, China. In just eight years, it became an industry leader with over 16,000 employees contributing to the success of the company. "We create miracles" is Regina Miracle's motto.

The company's strengths lay within its' creativity and innovative technical developments. Regina Miracle encourages employees to explore new ideas and technologies, providing them the freedom to develop innovative concepts for their clients. Talent is allowed limitless boundaries to create new concepts and is given the opportunity to combine experience and imagination to create unique products. The company's investments in seamless technology and machinery have aided in technological advancements.

Regina Miracle's products are technically advanced and unique in the market. In 1999, Regina Miracle worked with the Hong Kong Productivity Council to develop a 3-D CAD/CAM system that standardized product measurements for lingerie. A whole new generation of digitally controlled manufacturing technology was born in the industry. The 3-D CAD/CAM system introduced a new mould-making technique used in bra pad manufacturing. This revolutionary technique—using CNC-machine-made metal moulds for the manufacture of bra pads—replaced traditional handmade plaster moulds and improved consistency and accuracy.

Regina Miracle reached new heights with its' development of seamless technologies in one-piece bras and panties. All lingerie is made by molding and is "sewn" with ultrasonic and edge-binding technologies instead of traditional needle and thread. This technique provides a modern design and a more comfortable product. This technique has become a market trendsetter.

Regina Miracle is involved in various charitable causes. Mr. Y.Y. Hung, founder and Chairman of Regina Miracle International, is a strong supporter of education and has built a number of Regina Miracle Hope Primary Schools in rural China and has donated numerous libraries to elementary schools in China to offer children opportunities for an education where it would otherwise be unavailable.

The company manufactures for internationally recognized brands and its mission is to support the advancement of the intimate apparel industry. Mr. Hung's objective is to groom the next generation of intimate apparel talent Regina Miracle has cultivation programs with Xi'an Polytechnic University and Zheng Zhou Zhong Yuan Technology University in China, as well as the Hong Kong Polytechnic School of Intimate Apparel.

The spirit of the company is captured in its' "one company, one goal, one team." Regina Miracle works with all its' business partners to produce the best and most innovative intimate apparel, creating more miracles for the Hong Kong intimate apparel industry



MR. Y.Y. HUNG

Lifetime Achievement Award Recipient GWEN WIDELL

Gwen joined Wacoal in March of 2004 as Vice President of Merchandising and, in 2006 was promoted to Sr. Vice President of Merchandising. She is currently responsible for Wacoal-America and b'tempted.

Gwen has had an incredible career in the Intimate Apparel industry, which has included buying intimates for John Wanamaker's in Philadelphia, I. Magnin in San Francisco, Rich's in Atlanta, Macy's New York and Venture Stores in New York and St Louis.

She was Product Manager for AMC/Federated for sleepwear and Vice President for product development at Gilligan and O'Malley before joining Warnaco where she was Sr. Vice President for fifteen years with responsibilities including the Warner's Olga, Body Slimmer's and Calvin Klein labels.

She is a supporter of The New York Film Society, The Metropolitan Museum, the Municipal Art Society and Literacy Partners.



GWEN WIDELL

MACY*S

Robert Smith is Executive Vice President, General Merchandise Manager at Macy's. He has 22 years of retail experience and responsible for the management of buying and merchandising of the Juniors, Dresses, Suits, Swim, Coats, Intimate Apparel and Kids departments. Headquartered in New York City, Macy's operates more than 800 stores in 45 states, the District of Columbia, Guam, and Puerto Rico, with annual sales of \$20 billion. Mr. Smith is responsible for \$ 3.5 billion of the company's volume.

In his career Mr. Smith has established a reputation of keen product knowledge and merchandising expertise. He has a strong track record of recognizing and successfully capitalizing upon trends in the ever-changing retail arena. Rob has been recognized as an exceptionally strong leader who consistently cultivates solid support from his team and his business partners.

Prior to his appointment to Macy's Inc., Smith was Executive Vice President of Macy's East Cosmetics, Fragrances, Juniors, Coats, Swim, Kids and Intimate, and the Divisional Merchandise Manager of Juniors, Swimwear, Hawaii for Macy's West. In his time there he was credited for growing the Juniors business by 40 percent. He has also held merchandising positions with XOXO and Jonathan Martin where he was responsible for the coordination of design, sales, and production of women's wear including kids, juniors and misses. He began his retailing career with Burdines Department Store as a department manager, buyer and VP DMM of Juniors.

Mr. Smith graduated with a bachelor's degree in marketing from Michigan State University where he will be recognized as an outstanding alumni for Spring 2010. He currently resides in New York with his husband, Rod Grozier. They are also avid travelers and are devoted uncles to 16 nieces and nephews. Throughout his career he has contributed to many charitable organizations including the United Way, Special Olympics, AIDS Patients Miami and Glide Memorial Church in San Francisco. He has chaired Macy's Diversity in the Workplace initiatives and currently serves as co-chair for the board of Hetrick Martin Institute where he has also served as chair of the annual fundraiser, responsible for raising over 4 million dollars.



ROBERT SMITH

FEMMY CONTRIBUTORS

DELTA GALIL USA

KOMAR

MAIDENFORM

VF SPORTSWEAR, INC.

BARE NECESSITIES

BIFLEX INTIMATES GROUP

CAROLE HOCHMAN DESIGN GROUP

CHANTELLE LINGERIE

CUPID FOUNDATIONS INC.

FASHION FORMS, INC.

INVISTA

JOCKEY INTERNATIONAL

RUSSELL NEWMAN BRANDS

VANITY FAIR BRANDS

VICTORIA'S SECRET STORES

PANACHE LINGERIE

HEATHER & BARRY ROSS



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SPANX INC.

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2010
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HOSIERY

POLO  RALPH LAUREN
UNDERWEAR COLLECTION

*Congratulations
to this year's
Femmy Honorees
and our valued partners.*


Rob Smith and the
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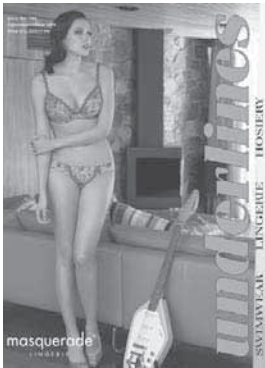
Italy



Spain



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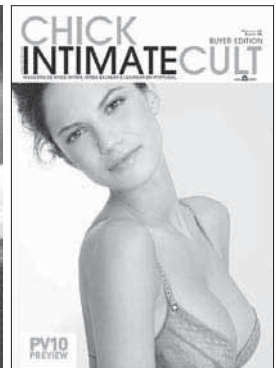
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For their vision and commitment
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Robert Zarabi

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For a lifetime of dedication to,

And achievement in, the

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With respect and affection

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Femmy Award

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for a lifetime of excellence,

and to


Felina Lingerie

for your contributions to our industry.

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Congratulations to
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The logo for iluna@ features a stylized 'i' composed of horizontal lines, followed by the lowercase letters 'luna' in a bold, sans-serif font, and a large '@' symbol.

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For their vision and commitment to the Intimate Apparel Industry!

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Femmy Co-Chairs Rosa Chamides, Tom Garson and Barbara Lipton would like to thank the following individuals for their tireless efforts in making this Femmy Gala an event to remember:

Honoree Liaisons:

Tom Garson
Barbara Lipton
Seth Morris
Victor Vega

Student Design Contest:

Suzanne Beck and Victor Vega, Co-Chairs, S.A.I.G.
Alexandra Armillas, F.I.T.

Image Committee:

For the creation of the Underfashion Club Video
Karen Bromley, Chair
TRG Ragamuffin, Video Production

Special Acknowledgements

Femmy Gift Bag Assembly:
Fedcap Rehabilitation Services, Inc.

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Network Design and Communications

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Andrei Jackamets

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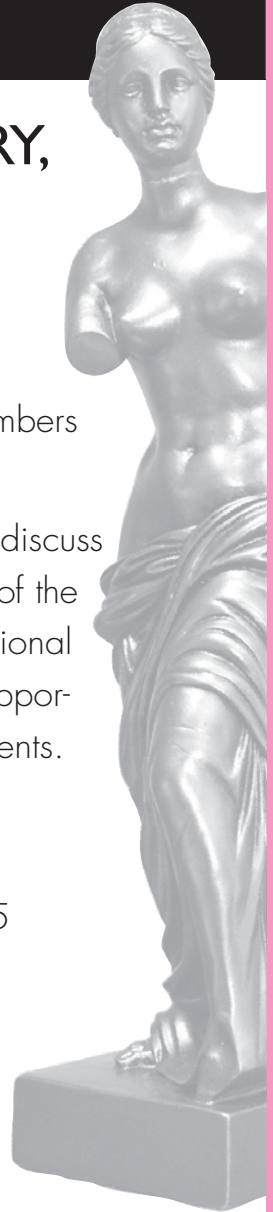
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A woman with dark hair is lying on her side on a leopard print surface. She is wearing a black lace bra and a leopard print dress. She is smiling and looking towards the camera. Her hand is resting near her chin.

Regina Miracle

*congratulates all of
the Femmy Award winners:*

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Felina Lingerie
Bare Necessities
Gwen Widell

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thanks you for your support and friendship,
may we continue to create Miracles, together.