

# THE POWER OF PINK

## SHOP WITH A PURPOSE, SUPPORT A GREAT CAUSE

[By XAZMIN GARZA](#)  
[REVIEW-JOURNAL](#)



Alisa Savoretti, breast cancer survivor and founder of My Hope Chest, wears a cashmere scarf (\$20) on her head and holds a compact (\$10), both available at [www.target/breastcancer.com](http://www.target/breastcancer.com). Savoretti also wears a Dana Buchman cashmere wrap (\$300) from Saks Fifth Avenue.

Photos by Christine H. Wetzel



Savoretti looking lovely in an Anne Klein cashmere tank (\$135) and matching sweater (\$195), available at Saks Fifth Avenue.



Savoretti carries a Dolce & Gabbana purse (\$1,350) from Saks Fifth Avenue and wears Burberry's pink leather trench coat (\$1,895), specially designed to support breast cancer awareness and research.

Quite possibly one of the best sales pitches ever, the words "it's for a good cause" somehow always manage to force the prospective buyer to rethink a pass over.

Even when it's for something most could really do without (candy bars) and not at the top of the favorite charities list -- helping cheerleaders get new uniforms because the old ones are *so* 2004 -- once the words "it's for a good cause" are spoken, it becomes just a tad bit difficult to say no. Difficult, but not impossible.

Throw into the equation, however, a 100 percent bona fide "good cause" and, on top of that, a mountain of products that would have even Paris Hilton's Chihuahua saying "that's hot" and what do you have? Breast Cancer Awareness month.

It's 31 days of both fabulous benevolence and shopping, all beginning in just two days and yes, it's impossible to say no.

Whether the lure lies in the cause or the product is debatable.

"Women as caretakers are tremendous advocates. They are the responsible parties for a lot of things in the home, good health included," said Shelley Gitomer, vice president for development at the Nevada Cancer Institute.

And don't forget good shopping. As they have for the past six years, Saks Fifth Avenue at Fashion Show mall will devote an entire weekend (Oct. 28-29, with a kickoff Oct. 27) to women's cancers, during which 5 percent of ALL sales will benefit the Nevada Cancer Institute. More commonly referred to as the Key to the Cure (KTTC) weekend, it's an event that brings a tremendous turnout.

"People love to support this because women's cancer has touched everyone," said Abby Geyer, special events and public relations manager for Saks. "Plus, we're stocked with all new fall merchandise."

Saks also has a T-shirt specially designed each year for the KTTC and this year's design comes from Diane von Furstenberg. The new T hits shelves Saturday.

Saks, along with several other department stores, such as Nordstrom, Neiman Marcus, Dillard's and Macy's, will carry a variety of products throughout October that make independent contributions benefiting breast cancer awareness. Alone, each product is tempting, but coupled with a good deed, each becomes a must-have.

Take for instance the chenille slippers (\$26) and robe (\$72) from the already-hard-to-resist-designer, Karen Neuburger, whose sleep wear is so comfy-soft it beats the highest of thread counts and softest of down pillows. Available at Dillard's, Marshall Fields and Nordstrom.

Or how about Jo Malone's Red Roses Cologne (\$80, 100 ml) and Bath Oil (\$60, 250 ml). Made from seven types of roses collected from around the globe, the bouquet in a bottle is available at Jo Malone boutiques and select Neiman Marcus and Saks Fifth Avenue stores.

La Mer (\$149, 2 oz.), the coveted moisturizer to the stars, is said to be an experience, rather than another step in a skin care regime. At select department stores, La Mer's \$25,000 donation to the Breast Cancer Research Foundation (BCRF) makes the 16.5 oz container at \$1,200 somehow justifiable.

In fact, if you're prone to buyer's remorse and take a liking to prestigious designers, you might want to check out Burberry, Coach and Cartier in October. All are offering handsome products and making equally handsome donations to the BCRF.

Another influential name in fashion, Ralph Lauren, joins the fight against breast cancer each year with the Pink Pony Fund. Any of the designer's clothing bearing the pink polo symbol is in support of "fixing disparities in care for women with breast cancer." Since its inception five years ago, items from the Pink Polo collection have been donned by many a celebrity and many an unknown who aren't even privy to the clothing's charitable origins and are simply wearing it for the pretty pink emblem. It's been called one of the most stylish ways to support breast cancer awareness.

Nordstrom is also offering donations to the BCRF each time a customer is fitted for any of the Wacoal, DKNY or Donna Karan bras as part of the Fit for the Cure event. With the fitting, a lingerie travel bag is given to customers and, if the bra is purchased, the donation of \$2 doubles to \$4.

Going above and beyond the call of duty in its charitable efforts to the BCRF is Target. The neighborhood retailer has an exclusive Pink Product Collection with 100 percent of net profits being donated to the foundation. Included are products from every department in the store, such as home, electronics, cosmetics and so on.

With so many retailers jumping on the pink bandwagon, it's really more a matter of who isn't involved these days. From Target to Saks Fifth Avenue and from price points of \$1 all the way up to \$3,900, everyone can get involved and -- considering the staggering statistics -- everyone should get involved.

According to the Breast Cancer Research Foundation, more than 200,000 women in the U.S. will be diagnosed with invasive breast cancer this year and more than 40,000 will die of the disease.

"Patients say they need something they can control. Informing the public gives them a sense of control," Gitomer said. "It's good for the companies because it increases their sales and they get to be involved with something good at the same time. And with all this visibility only comes more survivors."