A NIGHT OF FASHION - RUSSIAN STYLE

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September 15, 2009

Dear Friends:

Welcome to our inaugural "A Night in Fashion-Russia Style" benefiting the Russian Children's Welfare Society. Thank you for joining us as we celebrate art, fashion and beauty. The goal is to raise awareness of one of our key initiatives: "Let's Give Beauty Back to the Children". RCWS's project was established in 2007 and delivers innovative medical treatment for children with severe facial deformities at the Moscow Center for Maxillofacial Surgery. All of the proceeds from this evening's Gala will be directed towards this project.

The Russian Children's Welfare Society (RCWS) was founded in 1926 by eight Russian émigrés motivated by the common goal of improving the lives of Russian children. Currently, RCWS exclusively assists children at risk in Russia, from Pskov to Irkutsk, by funding orphanages, hospitals, educational scholarships for orphans, rehabilitation centers for disabled children, homeless shelters and schools. RCWS is committed to help orphaned children avoid an ominous fate and to instill hope for a better future.

It is important that we continue to raise awareness and enthusiasm surrounding our organization. We welcome all new RCWS supporters and thank those of you who have continually helped us through both prosperous and economically difficult times. It is thanks to you that we can grow as an organization and scale our initiatives accordingly. We will continue to reach out to you and hope to see you at next year's 45th Annual Petroushka Ball on January 29, 2010 at the Waldorf Astoria.

On behalf of thousands of less-fortunate children in Russia, the Russian Children's Welfare Society would like to thank you for your time, support, enthusiasm and generosity.

Sincerely,

Vladimir P. Fekula President & CEO

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Under the Gracious Patronage of the General Consulate of the Russian Federation in New York

The Russian Children's Welfare Society Presents

FASHION BENEFIT GALA

A Night of Fashion - Russian Style

September 15, 2009 Ana Tzarev Gallery

EVENING PROGRAM

6:00 PM COCKTAIL RECEPTION RAFFLE TICKETS ARE AVAILABLE

> 7:30 PM PROGRAM BEGINS

HON. SERGEY V. GARMONIN, CONSUL GENERAL CONSULATE GENERAL OF THE RUSSIAN FEDERATION IN NEW YORK

IMG MODEL SASHA PIVOVAROVA, GUEST OF HONOR

MICHAEL JORDAN, RCWS BOARD MEMBER

7:45 PM
RUNWAY FASHION SHOW
FEATURING
RANDI RAHM COUTURE
EVE PEARL MAKE UP, DM HAIRSTYLIST

8:00 PM LIVE AUCTION CONDUCTED BY BONHAMS

> 8:15 pm RAFFLE DRAWING

8:30 PM DESSERTS AND CHAMPAGNE

> 9:30 PM EVENING CONCLUDES

WE GREATLY APPRECIATE YOUR GENEROUS SUPPORT!

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Patients at the Moscow Center for Maxillofacial Surgery

In Russia, each year over 30,000 children are born with facial deformities or abnormalities of the skull. Another 20,000 children experience such defects due to trauma or illnesses developed after birth. Due to the financial burden (\$2,500- \$5,000 USD per operation) and the lack of specialized doctors, most children with such disfigurements are left untreated. The unsightly appearance of children with maxillofacial problems causes various maladaptive behaviors. Children are ostracized socially and within their own families. As many as 10% of affected Russian children are abandoned by their parents and placed in state orphanages.

The Russian Children's Welfare Society is now working with the Kommersant's Russian Aid Foundation on a project entitled "Let's Give Beauty Back to the Children" to raise required funds for the Moscow Center for Maxillofacial Surgery to treat children with facial deformities. RCWS provided \$60,000 in 2007 and \$120,000 in 2008 for this project, allocating up to \$1,250 per operation. To date, we have helped nearly 300 children with facial deformities escape a future marked by cruelty and isolation. It is our firm belief that no child should ever be subject to such a horrific fate. We are committed to help these children receive vital medical care across Russia. These operations have significantly changed the lives of wonderful children and have given them the confidence they so desperately need and deserve.

Thank you for attending tonight's event and for supporting this worthwhile cause.

To learn more about this project, please visit our charity's web site at www.rcws.org

Runway Looks by Randi Rahm Couture

1) Russian Wedding Ensemble

Plucked Mink Hat, Plucked Mink Muff

White satin gown with hand embroidered pearls and plucked mink trim at hem.

2) Multicolor Gypsy

Hand embroidered multicolor paisley chiffon with Aloncon lace trim.

3) Linda Gown cobalt blue

Blue strapless silk crepe and chiffon gown with embroidered band.

4) Baby Gypsy blue and white

Blue, white and green paisley hand beaded chiffon with white lace trim.

5) Chiffon Diamond gown blue and white

Blue and white chiffon print encrusted in hand embroidered stones and beads.

6) Christine Gown in blue

Blue strapless satin draped gown with hand appliquéd stones and satin side panel.

7) Deborah Gown in emerald green

One shoulder green silk chiffon gown with draped bust and hand beaded shoulder strap.

8) Silver 40's Gown

Silver micro bugle beaded gown with stone detail.

9) Floral Gypsy

Black, white and pewter floral chiffon print, beaded by hand with black lace trim.

10) Elisabeth Gypsy Gown in black and white

Black and white paisley print, beaded by hand with black lace

11) Baby Gypsy in black and white

Black and white paisley print, beaded by hand with black lace bust and hem.

12) Alex Gown in black lace

Black chantilly lace with embroidered flowers, strapless gown.

13) Odette Gown in white

Strapless beaded corset top with silk tulle scarf skirt.

14) Lulu Gown in white

Strapless gown, shirred white tulle bodice and embroidered skirt.

15) Diamond Gown in white

White tulle gown encrusted in chalk white stones.

16) Mod Cocktail in white

White long sleeve dress, beaded in white, crystal and silver.

17) Baby Diamond in tan

Leopard print silk chiffon washed in crystals.

18) Rita Gown in fuchsia

Fuchsia satin draped gown with jet embroidery and detachable watteaux train.

19) Rita Cocktail in hot purple

Hot purple satin draped cocktail with comet embroidery and detachable watteaux train.

20) Baby Diamond in burgundy

Leopard print silk chiffon washed in burgundy crystals.

21) Ariel Gown in burgundy floral print

Strapless gown in silk chiffon hand beaded floral print, with flowing panel detail.

22) Into the Woods Ensemble

Jacket: brown and green tweed cropped jacket Vest: stone encrusted vest with beaded tie back

Skirt: hand painted flocked tulle skirt in brown and green

23) Golden Gypsy Gown

Hand embroidered silk chiffon print with lace trim.

24) Rose Odette Gown in green

Silk Organza and Chantilly lace bodice with hand pleated rosette skirt.

25) Brittany Cocktail in gold

Hand embroidered gold sequins with stone trim.

26) Deborah Cocktail in blush

Blush silk chiffon one shoulder dress with satin bow.

27) Tara Gown in blush and gold

Strapless hand embroidered tulle gown in blush with detachable watteaux train.

28) Diamond Gown in lavender

Silk tulle gown washed in lavender crystals.

29) Tara Gown in nude and lavender

Strapless hand embroidered tulle gown.

30) Brittany Gown in gold

Hand Embroidered gold sequins with stone trim at bust & hem.

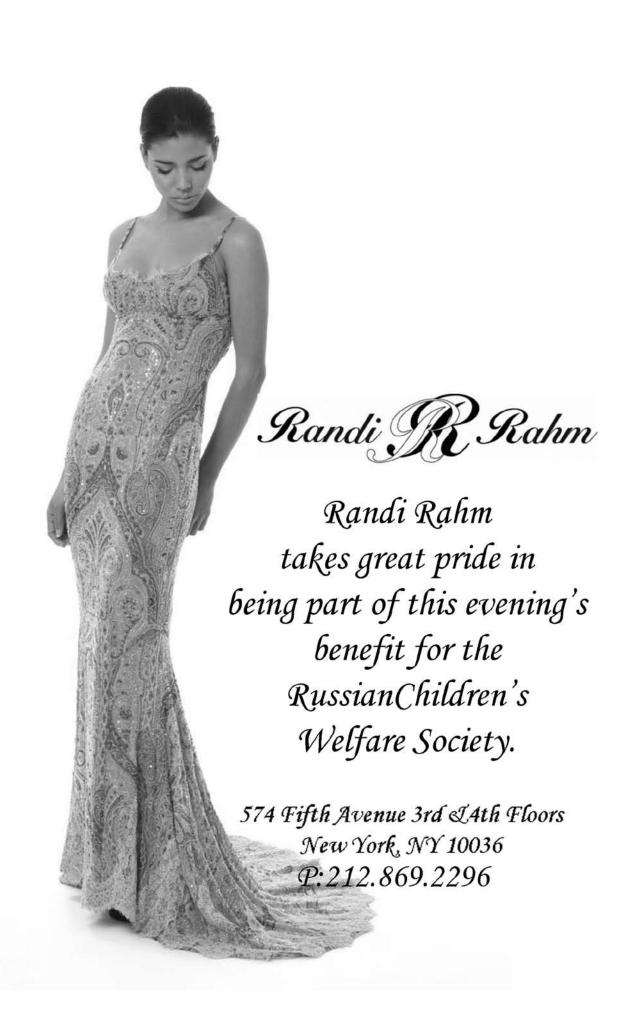
31) Belle Gown

Beaded corset top in white with multi-layer tulle skirt.

32) Bridal Showpiece Gown

Tufted silk taffeta gown with handmade silk flowers.

You could purchase a gown tonight or make an appointment with Randi Rahm and a % will be donated toward the charitable efforts of the Russian Children's Welfare Society, Inc.



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Auction Prizes

- 1) Dinner with Don Johnson at the THE RUSSIAN TEA ROOM
 150 West 57 Street. www.russiantearoomnyc.com
- 2) Dinner with a model at Mari Vanna restaurant at 41 East 20 Street.
- 3) Dinner for 4 guests with celebrity guest at Shaun Hergatt, The SETAI HOTEL at 40 Broad Street. www.shoshaunhergatt.com
- 4) Irina Dvorovenko's signed ballet pointed shoes. Courtsey of Irina Dvorovenko.
- 5) Artwork by Supermodel Sasha Pivovarova Courtesy of the artist Sasha Pivovarova.



6) "Cross of Hope" pendant (18kt. white, yellow, rose gold and 2ct. black diamond)
Retail value: \$7,500.
Courtesy of Gene Davidov.
www.davidovdesign.com



- 7) Two premium tickets to the premiere performance of the MET Opera production of Shostakovich "The Nose" (Gergiev conducts) on March 5, 2010 Courtesy of Doug Sheldon, Columbia Artists Music, LLC
- 8) Maxim Beloserkovsky's signed ballet pointed shoes Courtesy of Maxim Beloserkovsky.

- 9) Pre-dinner at 8 ½ Brasserie (\$150 certificate, www.brasserie812.com) and two PRODUCER House Seats with a once in a lifetime opportunity to go backstage following a performance of the Tony Award Winning Broadway Musical "Hair".
- 10) MAKE-UP SESSION WITH EVE PEARL COMPLIMENTED WITH BEAUTY PRODUCTS Unique make-up session with Eve Pearl, 5-time Emmy Award Winning Makeup Artist. Among Eve Pearl clients are leading news anchors, movie celebrities and high profile artists. The winner will receive a basket of beauty products along with invaluable tips from Eve Pearl on how to enhance the beauty of your skin and face. Estimated value: \$1,000. Courtesy of Ms. Eve Pearl. www.evepearl.com
- 11) Silver necklace by designer Olga Viakhireva (silver 44 gm, Maria Theresa coin prototype) Courtesy of Olga Viakhireva.



- 12) 4 on-ice VIP tickets (including admission to the VIP after-party) for "Stars, Stripes and Skates" show starring Oksana Baiul. The show will be held at 7:30pm on Saturday, September 26 at the Danbury Arena in Danbury.
- CT. In addition, the winner will receive a meet and greet with Oksana. Courtesy of The Heritage Foundation of 9/11.
- 13) Etching by Ivan Valtchev. Courtesy of the artist. www.ivanvaltchev.com
- 14) Maria Sharapova autographed item Courtesy of Maria Ross, UBS and Gary Swain, IMG

List in Progress

Raffle Prizes

1) The Night of St. Basil's, 2009 Signed Limited Edition Giclée Print 25/150 Framed archival print on paper Courtesy of the Ana Tzarev Gallery



- 2) Handmade surprise gift from a child in Russia.
- 3) Two VIP certificates for Wine Tasting at the Martha Clara Vineyards located at 6025 Sound Avenue, Riverhead, NY.
 Courtesy of Martha Clara Vineyards.
 For reservations call 631-298-0075.
- 4) Print by artist Veronika Gashyrova. Courtesy of the artist.
- 5) Handmade surprise gift from a child in Russia.
- 6) ROTA PORTRAITS GIFT CERTIFICATE
 An exclusive photo session with renown portrait
 photographer Melvyn and Elaine Rota. Value of the
 gift certificate: \$2,000 and a \$200 gift certificate
 toward a purchase of a wall portrait.
 Courtesy of Rota Portrait Design Corp.
 Tel: 800-649-3585, www.rotaportraitdesign.com
- 7) A \$200 gift certificate toward spa services at Spa Chakra on Fifth, located at 663 Fifth Avenue, tel: 212-871-1038. Courtesy of Spa Chakra on Fifth.
- 8) Two VIP certificates for Wine Tasting at the Martha Clara Vineyards located at 6025 Sound Avenue, Riverhead, NY.
 Courtesy of Martha Clara Vineyards.
 For reservations call 631-298-0075.
- Handmade surprise gift from a child in Russia.
- Print by artist Veronika Gashyrova.Courtesy of the artist.

- 11) Church of the Savior on the Blood, 2009 Signed Limited Edition Giclée Print 25/150 Framed archival print on paper Courtesy of the Ana Tzarev Gallery
- 12) Two VIP certificates for Wine Tasting at the Martha Clara Vineyards located at 6025 Sound Avenue, Riverhead, NY.
 Courtesy of Martha Clara Vineyards.
 For reservations call 631-298-0075.
- 13) Handmade surprise gift from a child in Russia.
- 14) Vodka Slavianskaya gift set. Coutesy of Irene Kharlamov, Vodka Slavianskaya.
- 15) Print by artist Veronika Gashyrova. Courtesy of the artist.
- 16) Two tickets to Denis
 Matsuev, Piano concert at
 Carnegie Hall, Stern
 Auditorium on Sunday,
 February 21, 2010 at 8
 pm. The only appearance
 in NYC! Courtesy of
 Maestro Artist
 Management
 www.maestroartist.com



- 17) Vodka Slavianskaya gift set. Coutesy of Irene Kharlamov, Vodka Slavianskaya.
- 18) Two VIP certificates for Wine Tasting at the Martha Clara Vineyards located at 6025 Sound Avenue, Riverhead, NY.
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 For reservations call 631-298-0075.
- 19) Handmade surprise gift from a child in Russia.

List in Progress





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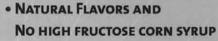


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Light cr me and whole almond filling, enveloped in chocolate and crushed cocoa nib-coated wafer.

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CRÈME



Sweet creamy centers with a whole almond, in crisp wafer covered with a silky white glaze and freshly crushed hazelnuts.

COFFEE



Chocolaty coffee cr me with a whole almond, in a milk chocolate covered wafer, topped with chocolate flakes.

сносо



Chocolate and whole almond filling, in crisp wafer, covered with a milk chocolate glaze and topped with dark chocolate morsels



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Congratulations to the Russian Children's Welfare Society and Randi Rahm on the occasion of A Night of Fashion - Russian Style Benefit Gala!

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Photography by Kirk Edwards Clothes by Victor De Souza









Save the Date!

45th Annual
Petroushka Ball
at the Waldorf=Astoria
January 29, 2010

Contact RCWS at 212-473-6263 or main@rcws.org for tickets, ads, auction donations and special sponsorships.

www.rcws.org







Special Thanks

The Russian Children's Welfare Society expresses its sincerest thanks to those generous and wonderful people who have put in numerous hours and a valiant effort to make this evening not only possible, but also special:

Ana Tzarev, Diane Buckley, Simone Dilaura,, Elizabeth Savvinidis, Ana Tzarev Gallery

Hon. Sergey V. Garmonin, Consul General, Consulate General of the Russian Federation in New York

Randi Rahm and Ashley Berg, Randi Rahm Couture

Eve Pearl and Tracy Hadden, Eve Pearl Makeup Studio and Boutique

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Alla Baeva

Theresa Khawly

Natalia Kondratenko

Nadia Lipsky

Eugenia Makhlin

Vitali Ivanov and Alizier Intermedia Inc.

Wendy Federman, Producer of "Hair" Musical

Yuri Pazelsky, Adegi Graphics LLC

Mary Robertson, Nina Shoes

Lindsay Wilkinson, Ground Crew

Elana Safar, Spa Chakra on Fifth

Marina Wells

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ANA TZAREV



The Night of St Basil's, 1995. Oil on linen. 25 5/8 x 31 7/8 in. (65 x 81 cm)

The Ana Tzareo Gallery is honored to support the

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