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MEDIA ALERT

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JUNIOR LEAGUE OF SAN JOSE
Women building better communities



**Tiffany & Co to unveil 24-carat gold bra in the surprise grand finale of
Junior League of San Jose's Charity Fashion Show-*In Vogue*
Friday February 29, 2008**

What:

Tiffany & Co will unveil a 24-carat gold bra worth more than \$15,000 at the Junior League of San Jose's 15th Biennial Fashion, *In Vogue!* Designers to be featured include Azadeh, Anne Fontaine, Macy's, Tiffany & Co and many more. Fashion Show proceeds will be invested in projects that build better communities and help young children enter elementary school ready to learn and thrive.

Visuals:

11:00am-2:00pm- Tiffany & Co will loan out \$200,000 worth of jewels, which will be worn by Dawn Bussey, President of Junior League, and three other fashion show chairs.

1:30 pm-2:00pm- The finale will feature a beautiful array of couture dresses, designed by Azadeh, former designer for the Royal Family of Saudi Arabia and former head designer for Bebe.

1:30 pm-2:00pm- In the grand finale Tiffany & Co will unveil a 24-carat gold bra worth more than \$15,000. The bra, which is part of Tiffany & Co's Mesh by Elsa Peretti exhibition, is an update of one originally shown in 1975 by Halston, iconic clothing designer from the 1970s.

When:

February 29, 11:00 a.m. - Luncheon & Fashion Show

Where:

Fairmont Hotel San Jose

Imperial Ballroom

170 S Market Street

San Jose, CA 95113

(408) 998-1900

Map & Directions: <http://www.fairmont.com/sanjose>