

# Jeffrey

fashion cares

## 2010

monday, august 30th

A Charitable Fashion Event Benefiting  
Atlanta AIDS Partnership Fund  
and  
Susan G. Komen for the Cure  
Greater Atlanta Affiliates

### SARA BLAKELY

2010 Jeffrey Fashion Cares Honorary Chair Person



Throughout history, inventors have found inspiration from the strangest places. For Spanx Founder and Owner Sara Blakely, the inspiration came from VPL (visible panty lines) and uncomfortable thongs. A frustrated consumer turned entrepreneur, Sara invented footless pantyhose, created a national brand and led a shapewear revolution.

Obsessed with creating comfortable, slimming garments that minimize figure flaws, Sara has created more than 200 problem-solving products and recently entered the bra business with the ground-breaking Bra-llelujah!® In 2006 Sara brought her shapewear know-how to more women with the national launch of ASSETS®, a collection of shapewear and legwear designed to help women achieve their own red carpet look for less. Continuing to raise the bar with innovative products women want, in 2009 Sara launched Haute Contour by SPANX®, the dessert of shapewear™. Today, after many years of demand, Spanx brings their industry expertise to the pool and the beach with swimwear and to men with a redefined compression undershirt.

Chances are you've seen Sara flashing her Spanx on QVC, judging inventions on ABC's American Inventor, or sharing tea with Richard Branson atop a hot air balloon at 10,000 feet on Fox's The Rebel Billionaire. As the runner up on Rebel Billionaire, Sara received a \$750,000 check from Branson to pursue her dream to start a foundation to empower women. Since launching the Sara Blakely Foundation in late 2006, Sara has contributed well over \$1,000,000 to causes that support women. As an entertaining and sought-after speaker, Sara shares her story to inspire people to follow their dreams.

Remaining self-funded and profitable ever since Sara used her own savings to start the company, Spanx continues to show incredible growth. Spanx are sold in America's finest retailers and boutiques including Nordstrom, Neiman Marcus, Saks Fifth Avenue, Bloomingdales, Dillard's, and Lord and Taylor, as well as high-end retailers in the U.K., Canada, Australia, Mexico, the Philippines, Korea, Germany, Singapore, the Caribbean, Switzerland and Hong Kong. ASSETS are sold at Target, LOFT, David's Bridal, Dillards, Motherhood Maternity, and Belk.

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Sara's story has been featured on everything from The Oprah Winfrey Show, TODAY, The View, 20/20, and most recently, CNBC. She has been named Ernst & Young's Entrepreneur of the Year and Georgia's "Woman of the Year." Sara and her husband Jesse Itzler reside in Atlanta and New York with their baby boy, Lazer. Sara is a native of Clearwater, Florida, and a graduate of Florida State University.

It is because of Sara Blakely's enormous contributions to the "underpinnings" of women's fashion and her desire to empower women that she has been chosen to be the Honorary Chairperson for Jeffrey Fashion Cares 2010.

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