



Pistachio washed crepe de chine wrap blouse. Butter yellow silk charmeuse pant.

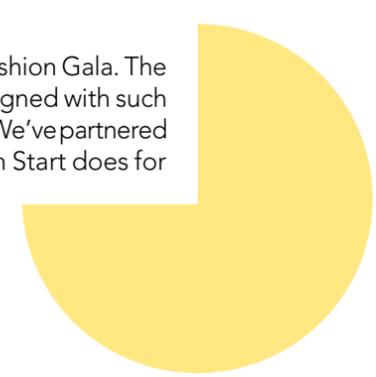
EDEN

# FRESH START

**text by** BARBARA WALKER **photos by** DARRYLEE COHEN **models** THE AGENCY ARIZONA  
**fashions & accessories** SAKS FIFTH AVENUE, BILTMORE FASHION PARK

STRONG WOMEN, BEAUTIFUL RALPH LAUREN FASHIONS, AND SAKS FIFTH AVENUE CAME TOGETHER ON FEB. 25 AT THE ARIZONA BILTMORE TO SUPPORT THE PHOENIX FRESH START WOMEN'S FOUNDATION.

Flapper inspired fashions graced the runway at the 16th annual Fresh Start Fashion Gala. The event was a night of fundraising, fashion and fun. "We are so proud to be aligned with such an organization," says Amy Videan, director of marketing at Saks Fifth Avenue. "We've partnered with Fresh Start since the beginning and strongly believe in the work Fresh Start does for our community." ➡

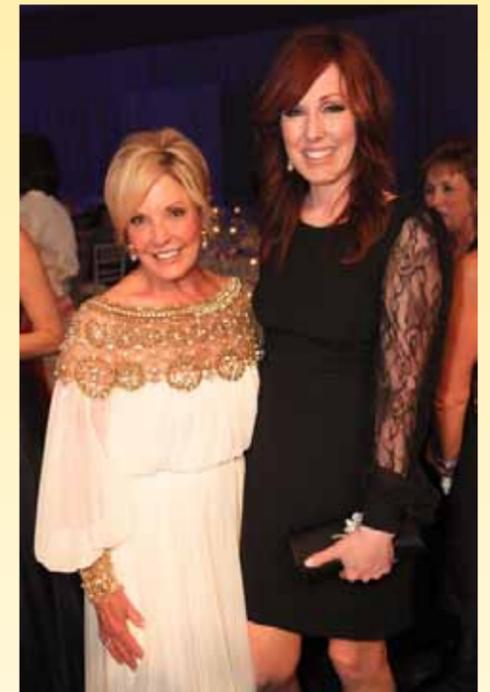




From left to right, Lauren Rautbord, Kathy Munro, Pat Petznick and Michelle King Robson.

Dedicated to helping women improve their lives through education and mentorship, Fresh Start Women's Foundation empowers women to transform their lives with services that focus on three core values: economic self-sufficiency, self-esteem enhancement and lifelong learning. The Center opened in October 2002 and currently provides resources to more than 2,500 women a month. The comprehensive self-help program offers unique services to support women in improving their lives such as mentoring programs, legal services and referral programs. The center also offers a wardrobe and grooming salon, as well as Child Watch and an on-line job center. This year over 750 guests attended the

event, which was co-chaired by Melinda Petznick and Kim McWaters. Emceed by Joelle Hadley and Arizona Republic's Gene D'Adamo, the evening included a cocktail reception, silent auction, dinner program and fashion show. Pamela Overton Risoleo of Greenberg Traurig was awarded Fresh Start's Founder's Award for 2012, presented by the previous year's co-honoree, Ina Manaster. Coleen Rossi, a Fresh Start woman left the crowd speechless after her moving and inspirational story of courage and growth through the help and guidance of the foundation's programs. Susan Berman, president and CEO of Fresh Start thanked the many supporters, volunteers, and sponsors for ➔



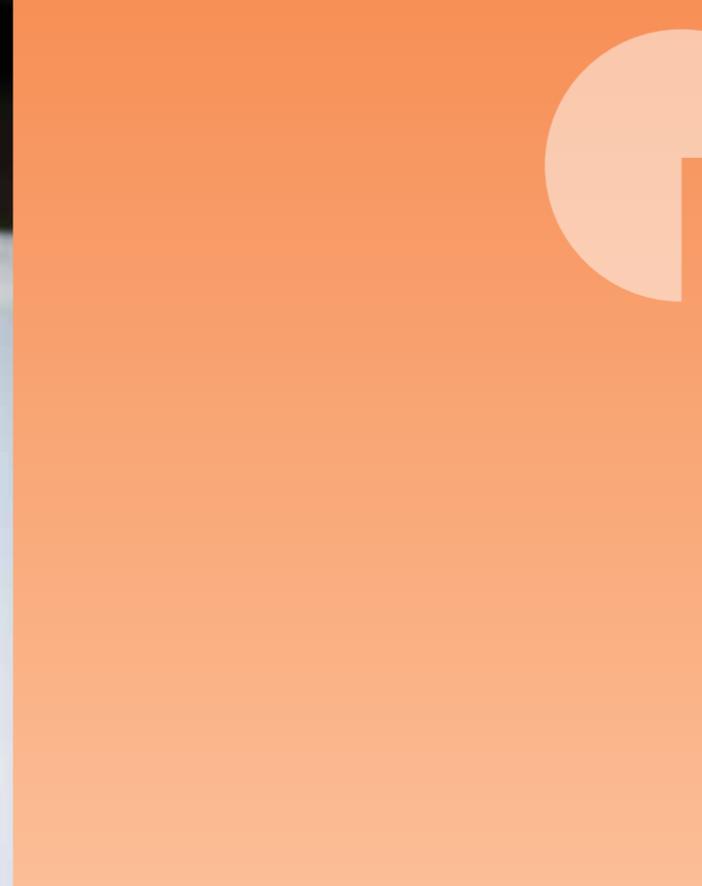
**TOP LEFT:** From left to right, Chuck and Rachel Loftin with Nancy (FSWF Executive Board) and Mark Loftin.  
**TOP RIGHT:** The Arizona Biltmore and White House Interiors displayed a spectacular setting.  
**MIDDLE LEFT:** 2012 Fresh Start Fashion Gala Co-Chairs Melinda Petznick and Kim McWaters.  
**MIDDLE RIGHT:** Fresh Start co-founder, Pat Petznick, with 2011 Fashion Gala co-chair, Amy Videan of Saks Fifth Ave.  
**BOTTOM LEFT:** Fresh Start woman, Coleen Rossi, tells the audience her incredible story of survival and how Fresh Start changed her life.



Sand-colored silk cardigan,  
Hand-painted python skirt.  
LIA

“WE’VE PARTNERED  
WITH FRESH START  
SINCE THE BEGINNING  
AND STRONGLY BELIEVE  
IN THE WORK FRESH  
START DOES FOR OUR  
COMMUNITY.”

**Amy Videan**, Director of Marketing,  
Saks Fifth Avenue, Biltmore Fashion Park



Vintage silver tulle  
beaded gown.

**KAILAH**



**HAYDEN**

Pale sage silk  
georgette beaded  
dress. Pale celadon  
ostrich feather boa.

their hard work and dedication. “We are so fortunate for the many supporters and partners of this incredible event,” says Berman. This year has been a tremendous success for the 16th Annual Fashion Gala and Fresh Start. “We raised over \$1 million at this year’s event,” says Pat Petznick, co-founder of Fresh Start Foundation. One of the most coveted auction items of the evening was a fashion package donated by Ralph Lauren. It included two tickets to a Ralph Lauren fashion show in New York, with two back stage passes (which insiders say are incredibly hard to come by), a \$2000 shopping spree for each person, and a beauty and fashion consultation with Ralph Lauren. The fashion show featured models from The ➡





Vintage pink tulle beaded gown with feather detail.

EDEN



Cream high-gloss silk suit jacket, top and pant.

JULIE



Ivory ostrich feather cape. Cream viscose

BRYNN

THE FRESH START EVENT WAS A NIGHT OF FUNDRAISING, FASHION AND FUN.



Butterscotch silk  
charmeuse dress.  
JESSICA



Runway finale.

Agency Arizona, showing off the elegant, ease and timelessness of Ralph Lauren's Black Label and 2012 Spring Collection. "These are wearable, everyday clothes," says Videan. The collection includes knits in a classic color combination of creams, whites and soft blues. The 1920s inspired Spring Collection shines in sorbets and mints in charmeuse. Shimmering silk fabrics in light pastels of celadon, whites and pinks, many paired with airy feathered wraps floated down the runway. The models looked

stunning and sophisticated in their Great Gatsby styled flapper clothes and cloche hats. The funds raised at this event go directly to Fresh Start, including the Jewell McFarland Lewis-Fresh Start Women's Foundation Resource Center, a comprehensive self-help center for women and the central focus of the Foundation's work. To learn more about Fresh Start Women's Foundation, or to make a donation, please visit [phoenix.wehelpwomen.com](http://phoenix.wehelpwomen.com). ■