

soundaffects

band together, fight cancer.

****FOR IMMEDIATE RELEASE****

Malan Breton is happy to announce that the NYFW Wrap Party benefiting cancer organization Sound Affects was a huge success!

The event took place on September 15, 2015, at the Hudson Hotel in NYC.

New York, NY – Guests from all walks of life gathered at the Hudson Hotel to celebrate and mingle with the designer and his A-list guest. Celebrities such as Sonja Morgan, Maye Musk, Farrah Krenek, & Dr. Tabasum Mir came out to celebrate with special performances by Randy Jackson's newest artist Wil!

Sound Affects partners with independent musical artists to help raise awareness and funds for a breast cancer diagnostic that promises to identify women who will likely be cured of their disease by surgery alone, and who do not have to undergo chemotherapy. A huge advancement to current standard practice for treating breast cancer.

Partnered artists competed to perform at the NYFW Wrap party through fundraising on Sound Affects crowdfunding portal. Musical artists Airy Jeanine and Alex Caruso both raised over \$2000 and were selected to perform at the event. Collectively, the musical artists on the Sound Affects portal raised over \$7,500, an unprecedented outcome for the charity.

In support of Sound Affects, Malan auctioned off two of his dresses one of which was his finale gown from his Spring Summer 2016 show last week in support of the war on cancer! Just like his designs, this event was truly amazing and just a taste of what is to come in the future!