



ISAAC MIZRAHI, BETSEY JOHNSON AND OTHER TOP DESIGNERS SIGN ON TO CREATE PEANUTS INSPIRED COUTURE AT THIS SEPTEMBER'S MERCEDES-BENZ FASHION WEEK

“MetLife Presents Snoopy in Fashion” to hit the New York’s Bryant Park Tents this Fall

New York City, June 19, 2007 — To paraphrase Charles Schulz, ‘Happiness is a warm puppy—in a Mizrahi original.’ Yes, for the first time ever, America’s most beloved beagle—Snoopy—will make the scene at this September’s Mercedes-Benz Fashion Week when MetLife presents “Snoopy in Fashion,” a fashion benefit for Dress for Success. Fashion icons Isaac Mizrahi and Betsey Johnson were the first designers to sign on for the groundbreaking event, in which leading fashion designers will create outfits inspired by Charles M. Schulz’s Peanuts.

While Snoopy has always enjoyed playing dress-up (consider the Flying Ace and Joe Cool), there is a greater cause in mind here: Peanuts has teamed up with long-time partner, MetLife, who has signed on as a sponsor of this September’s Mercedes-Benz Fashion Week, and proceeds garnered from the auctioning of the Snoopy in Fashion couture will be donated to Dress for Success, which promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life.

When asked what inspired him to come on board with “Snoopy in Fashion,” Mizrahi stated, “I love Peanuts because it represents a theme in my childhood to do with not fitting in, with being an outsider. The Peanuts characters, especially Charlie Brown, made the issue of being different easy to understand and gave it a resolution. The outsiders were as wonderful and glamorous as the insiders.”

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