

# MASSART FASHION SHOW PARTY

MAY 17, 2025

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## FASHION SHOW

Design and Media Center Atrium // 5:30 PM

## AFTER-PARTY

Bakalar Gallery, MAAM Boston // 6:30 PM



# 2025 MASSART FASHION SHOW PARTY

Support the next generation of fashion designers and join us for an unforgettable evening on May 17, 2025 to see these stunning collections hit the runway! The MassArt Fashion Show Party is a coveted event that brings together fashion-forward folks from across the city to celebrate and support the unparalleled creativity of MassArt's fashion design students. Enjoy this year's Fashion Show from a premium seat in our Design and Media Center and then join other special guests for cocktails and small plates at the after-party in the MassArt Art Museum. The ingenuity and excitement that resides within the walls of MassArt will not disappoint.

This year's Fashion Show is honoring the late Doris Yaffe. Her passion for nurturing young, creative artists within Boston's fashion scene makes the 2025 MassArt Fashion Show the perfect place to honor the tremendous legacy she left behind. The proceeds from the MassArt Fashion Show Party will directly support fashion at MassArt.

Massachusetts College of Art and Design is a public, independent college of art and design committed to providing a quality education to all students. The College's baccalaureate and graduate programs prepare students to participate in the creative economy as fine artists, designers, and art educators. As a national leader in visual art and design education, the College influences contemporary culture through the accomplishments of its alumni and the creative activities of its faculty and staff.



2024 Fashion Show and Party Photography by Amy Fink '18

**For more information, please contact:**

Kathy Calnan, Associate Vice President of Institutional Advancement  
kcalnan@massart.edu // 617-879-7012

# HONORING DORIS YAFFE

*Fashion Icon | Citizen of the Globe | Advocate | Mentor | Connector*

Doris Yaffe (July 1, 1929 - December 7, 2023) was more than a fashion icon—she was an impeccably dressed force of nature. A Boston native, she was born during the Great Depression, an era that shaped her resilience, creativity, and relentless spirit. From a young age, she understood the art of reinvention and the power of making something extraordinary out of whatever life handed you - an ethos she carried with her always.

Doris married, built a family with two wonderful sons, and cultivated deep friendships across the globe, all while embracing a life that was as colorful as the fashion she loved so deeply. She took her first job later in life, a move that was nearly unheard of for a married woman in mid-century America. At a time when societal expectations dictated that women remained in the home, she defied convention.

She started her career at fashion retailer Sara Fredericks on Newbury Street before working with the celebrated designer Alfred Fiandaca, a MassArt alumnus and one of her closest lifelong collaborators. By the late 1960s, she had established herself as a powerhouse in the industry, eventually becoming Fashion Director at Saks Fifth Avenue, where she built a career that spanned decades.

Her influence was undeniable—she worked with luminaries from Chanel's Philippe Guibourge to a young Michael Kors, whom she famously consoled after an early career misstep. She was known for her keen eye, often discovering designers before they were household names. But more than the garments, it was the people behind them who fascinated her. Doris made it her mission to amplify and uplift the next generation of creative talent.

Her impact reached far beyond the runway. Doris was an activist at heart, using style as a platform for societal change. Dedicated to supporting diversity in her hometown and beyond, she integrated Black models into her runway shows during Boston's racial tensions, long before it was common practice. In her early days at Saks, she led large-scale awareness and advocacy efforts for The AIDS Action Committee. In more recent years, she made headlines in her support of Occupy Boston protesters and continued to lend her voice and energy to critical global issues of equality and justice.

Most importantly, Doris believed in young people. She adored their energy, their optimism, their ideas—often declaring that she was an octogenarian trapped in a 25 year old's body. She was more than a mentor; she was a true champion, spending countless hours encouraging, advising, and celebrating those forging their own paths. Doris was a provocateur, and a dazzling, unstoppable force. Her legacy shines on through every young designer who dares to dream big, push limits, and continue the work she pursued so passionately throughout her extraordinary life.



*Photography by Kerry Brett*

# 2025 MASSART FASHION SHOW PARTY

## SPONSORSHIP OPPORTUNITIES

MAY 17, 2025

### PRESENTING SPONSOR

**\$25,000**

Support both the Fashion Show Party and the Fashion Show as a presenting sponsor. Your generosity will be recognized in all communications and events associated with and leading up to the Fashion Show Party and MassArt's Fashion Show.

Presenting sponsor will also enjoy:

- Premium seating at the Fashion Show and 10 tickets to the After Party
- Name recognition during the speaking program of the Fashion Show and After Party
- Prominent recognition in the Fashion Show program and all related event materials (website, invitation, program, etc.)
- Exclusive, behind-the-scenes invitations to the Fashion Design student reviews and open studios

### INNOVATOR SPONSOR

**\$10,000**

- Premium seating at the Fashion Show and 8 tickets to the After Party
- Prominent recognition in the Fashion Show program and all related event materials (website, invitation, program, etc.)
- Exclusive, behind-the-scenes invitations to the Fashion Design student reviews and open studios

### LEADER SPONSOR

**\$5,000**

- Premium seating at the Fashion Show and 6 tickets to the After Party
- Recognition in the Fashion Show program and all related event materials (website, invitation, program, etc.)
- Exclusive, behind-the-scenes invitations to the Fashion Design student reviews and open studios

### ENTHUSIAST SPONSOR

**\$3,000**

- Premium seating at the Fashion Show and 4 tickets to the After Party
- Recognition in the Fashion Show program and all related event materials (website, invitation, program, etc.)
- Exclusive, behind-the-scenes invitations to the Fashion Design student reviews and open studios

### FRIEND SPONSOR

**\$1,200**

- Premium seating at the Fashion Show and 2 tickets to the After Party
- Recognition in the Fashion Show program and all related event materials (website, invitation, program, etc.)
- Exclusive, behind-the-scenes invitations to the Fashion Design student reviews and open studios

### For more information, please contact:

Kathy Calnan, Associate Vice President for Institutional Advancement  
kcalnan@massart.edu // 617-879-7012

# 2025 MASSART FASHION SHOW PARTY

## SPONSORSHIP OPPORTUNITIES

MAY 17, 2025

Name (as it should appear in print): \_\_\_\_\_

I/we would like to be listed as Anonymous

Name of Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### SPONSORSHIP LEVEL:

**PRESENTING SPONSOR (\$25,000)**

*Includes 10 Fashion Show tickets and entrance to the After Party*

**INNOVATOR SPONSOR (\$10,000)**

*Includes 8 Fashion Show tickets and entrance to the After Party*

**LEADER SPONSOR (\$5,000)**

*Includes 6 Fashion Show tickets and entrance to the After Party*

**ENTHUSIAST SPONSOR (\$3,000)**

*Includes 4 Fashion Show tickets and entrance to the After Party*

**FRIEND SPONSOR (\$1,200)**

*Includes 2 Fashion Show tickets and entrance to the After Party*

**Outright Contribution to the Fashion Department Scholarship Fund**

*Unfortunately, I/we cannot attend the May 17<sup>th</sup> event.*

*Please accept this tax-deductible donation of \$ \_\_\_\_\_.*

**Individual Ticket (\$500)**

*Includes admission to the Fashion Show and After Party*

*Commitments must be received by May 3, 2025 to meet print deadlines.*

### PAYMENT INFORMATION:

Please accept my pledge; I understand payment will be expected no later than May 3, 2025

Enclosed is my check (made out to: MassArt Foundation)

Please charge my Credit Card (Visa, MasterCard or AMEX)

Credit Card #: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address (if different than above): \_\_\_\_\_

Please mail or fax this form to:

Massachusetts College of Art and Design Foundation // Office of Fundraising Events  
621 Huntington Avenue, Boston, MA 02115 // Fax: 617.879.7010