



First Fashion Gala

Honoring the Designers of
First Ladies and First Gentlemen
from around the World

WASHINGTON, DC

OCTOBER 12, 2022

Who:

- Diplomacy and Fashion, under the leadership of founder Indira Gumarova, presents the **First Fashion Gala**, the height of international fashion and glamor in Washington, DC
- Diplomacy & Fashion is a celebration of nations and cultures, bringing together diplomacy and fashion. Its mission is to promote designers from different countries around the world.
- The red-carpet **First Fashion Gala** will be chaired by the distinguished Washington-based philanthropist and humanitarian Annie Totah.

Queen Maxima, pictured with the tiara, and the dress that will be shown during the fashion show.



What:

- The Gala's highlight will be a fashion show, celebrating the designers who dress the First Ladies and First Gentlemen from around the globe.
- The nonpartisan, international evening is a first of its kind where fashion meets diplomacy.
- The fashion show, curated by Massimiliano Giornetti (a former Salvatore Ferragamo Creative Director and current director of Polimoda , one of the leading fashion schools in the world), is a collaboration with 40 embassies from Washington, DC. Confirmed designers include Naeem Khan who dressed First Lady Michelle Obama; Jan Taminian, who dresses the Queen of the Netherlands; Pedro Ferreiro, who designed the jewelry for the Queen Letizia of Spain; Ukrainian designers Ivan Frolov and Guzema jewelry, who dress the Ukrainian President and the First Lady, to name a few.
- The Gala's theme is a State Dinner, which offers a glance into the world of diplomatic power through a fashion show, celebrating culture, history and diplomacy.

*Olena Zelenska, First Lady of Ukraine,
dressed by Ukrainian designer Ivan Frólov*



When:

- October 12, 2022, 6:30 pm

Where:

- Conrad Washington DC



Why:

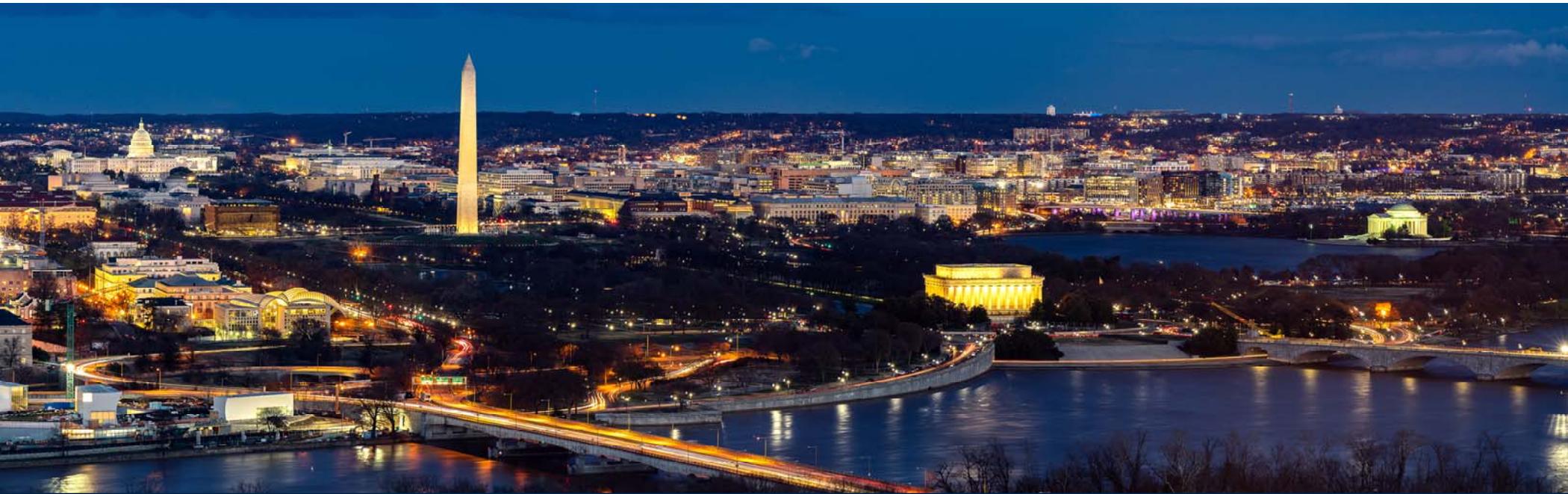
- To honor the exceptional designers who dress First Ladies and First Gentlemen around the world.
- To provide current designers a platform on an international stage to showcase their country's unique fashion and style.
- To offer a secret glance into the world of diplomatic power through visual storytelling and connection to celebrate, educate, explore, and enjoy this first of its kind nonpartisan evening.
- To promote sustainable fashion.



- Ivana Zemanová, First Lady of the Czech Republic, photo by Herbert Slávik



- Laura Bush, former First Lady of the United States, White House photo by Krisanne Johnson



Target

- Washington, DC, will be the center of an expansive international network promoting fashion as a diplomatic tool.

Strategies

- Diplomacy & Fashion partnered with 40 embassies in Washington, DC for the Gala, creating a board of honorary chairs, including First Ladies and Royal Families from all over the world.

Contacts:

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*Fashion by designer Abraham Pelham, who dresses
President Ellen Johnson Sirleaf of Liberia*





Thank You!