

Anne Fontaine and her daughters at home in Honfleur, France

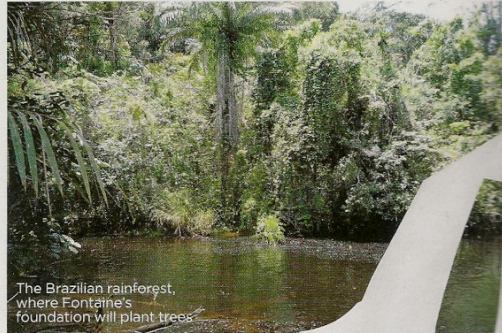


her signature resourcefulness—she created her first fashion designs to spur the foundering shirt manufacturing business belonging to her husband's family—she has partnered with the Nature Conservancy to launch a Brazilian rainforest reforestation project and conservation foundation.

Through Christine Dutreil, the executive director of the New York-based Anne Fontaine Foundation, Fontaine spoke about her time in the Amazon and in the Mata Atlantica, located in Bahia, along the Atlantic. "The tamarins and mangroves were magical," she says. "The people adopted me. But their way of life was hard and everywhere there was poverty. I wanted to do something."

"The environment is my passion; I want my children to live in a greener world."

"Bahia," Fontaine says, "is the most endangered region as well as the most biologically diverse, and new species there are still being discovered. The ecosystem



The Brazilian rainforest, where Fontaine's foundation will plant trees

eco-conscious

FASHION DESIGNER ANNE FONTAINE TRANSLATES HER PASSION FOR NATURE INTO AN ENVIRONMENTAL FOUNDATION.

BY ELIZABETH FASOLINO

Anne Fontaine's passion for natural textiles and great design—not to mention her entrepreneurial spirit—has helped her parlay a single white shirt with a certain *je ne sais quoi* into a globe-spanning fashion empire. Soon her holdings will also include a spa at her Madison Avenue boutique, which will introduce the Anne Fontaine line of French organic bath and beauty products to the US. Born in Brazil, where she studied biology and lived with the Canela Indians in the Amazon, Fontaine began her life in fashion when she traveled to France and fell in love with design.

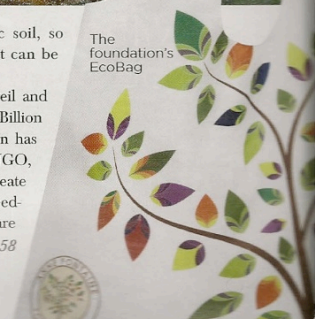
Today, as she celebrates the birth of her third child with her husband and business partner, Ari Zlotkin, she is more aware than ever of the pressures, both acute and chronic, that threaten the environment. And so, with

is delicate with highly acidic soil, so there are not many crops that can be successfully grown."

Through the efforts of Dutreil and members of the United Nations Billion Tree Campaign, the foundation has partnered with a Brazilian NGO, Instituto Floresta Viva, to create nurseries (and jobs), where seedlings are cultivated until they are

continued on page 58

The foundation's EcoBag



The white shirt that started it all



continued from page 56

hardy enough to be replanted in the Mata Atlantica. The foundation's goal is to plant one million trees, and they've pledged to support local initiatives for the next five years.

"I've been working in fashion for nearly 20 years," Fontaine says. "The environment is my passion; now it is my time to give back. I want my children to live in a greener world."

Fontaine headquartered the foundation in New York because private philanthropy is a major part of cultural life in the US. The foundation launched this past October 20 on the inaugural Anne Fontaine Forest Day. As part of the initiative, the designer debuted a featherweight EcoBag, made from 100 percent recycled plastic bottles and featuring the foundation's logo, available at Anne Fontaine stores and online to benefit the organization. "It was so successful!" Fontaine says of the event, at which 50 percent of retail sales were donated to the foundation. "Giving back, it's a very American sensibility, no?" **110 Greene St., 212-343-3150; annefontainefoundation.org G**

INSIGHT

Kickoff: The inaugural Forest Day featured collaborations with Brazilian musician Aline de Lima and artist Janaina Tschäpe, who created a limited edition of blouses and collars to benefit the foundation.

Help: For each purchase of a \$20 EcoBag, which is biodegradable and made entirely of recycled materials, 10 trees will be planted.

Charity Register

OPPORTUNITIES TO GIVE

INTERSCHOOL ORCHESTRAS OF NEW YORK

What: Carnegie Hall InterSchool Orchestras of New York celebrates its 40th anniversary

with a gala benefit concert. The ISO Symphony and Stefan Ragnar Höskuldsson, principal flutist of the Metropolitan Opera, will perform the premiere of Lowell Liebermann's "Air for Flute and Orchestra."

When: Thursday, February 2

Where: Stern Auditorium, Perelman Stage, Carnegie Hall, 881 Seventh Avenue

Contact: isorch.org



CITY HARVEST

What: For the first time, City Harvest brings Mardi Gras to Manhattan with "The Big Easy in the Big Apple" soirée. Southern-style fare from restaurants such as Gravy and The Little Owl and live music are the celebration, which supports Harvest in its fight to help feed the hungry.

When: Tuesday, February 7

Where: Apella, Alexandria Center, 450 E. 29th Street

Contact: cityharvest.org



THE AMERICAN FOUNDATION FOR AIDS RESEARCH

What: Last year's annual New York black-tie gala raised more than \$10 million for AIDS research and featured special performances by Elton John, Gladys Knight, Dionne Warwick, and Stevie Wonder.

When: Wednesday, February 8

Where: Cipriani, 55 Wall Street

Contact: amfar.org



THE DRAMA LEAGUE

What: Honoring Broadway legend Kristin Chenoweth, the 28th annual Drama League Benefit Gala will include a musical spectacular featuring songs from Chenoweth's greatest Broadway hits. The evening benefits the organization's educational initiatives.

When: Monday, February 6

Where: The Pierre Hotel, 2 E. 61st Street

Contact: dramaleague.org

METROPOLITAN MUSEUM OF ART

What: This year's annual family benefit is themed "Gods & Goddesses: An Evening of Myth & Mystery at the Met." With fun demonstrations, activities, and dancing, it's a great event for children, too.

When: Monday, February 6

Where: Metropolitan Museum of Art, 1000 Fifth Avenue

Contact: metmuseum.org

MEMORIAL SLOAN-KETTERING CANCER CENTER

What: Cycle for Survival launched just five years ago and has raised more than \$9 million to fund MSKCC's clinical trials and research studies. Held in six cities across the nation, teams up to eight riders register a bike for the four-hour ride.

When: February 11-12

Where: Equinox Graybar, 420 Lexington Avenue

Contact: cycleforsurvival.com

