

Miami / Florida, 05 October 2007

## Audi Fashion Preview Presents with Silvia Tcherassi

- **Barcelona inspired design united Audi and Silvia Tcherassi in Miami**
- **Silent Auction benefited Best Buddies International**

Renowned fashion designer Silvia Tcherassi has opened the new *Audi Fashion Preview Presents* yearly series in which Audi intends to promote Latin American designers in the United States. Tcherassi, an Audi Ambassador in her native Colombia, debuted her Spring-Summer 2008 collection at the Moore Building in Miami's Design District last night.

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“As part of the company's lifestyle program, Audi is looking to support up and coming designers from Latin America in the US,” said Anja Kaehny, Manager East Coast Communication and CSR for Audi. “Miami has been chosen as the ideal setting for this yearly series as it is considered to be the capital of Latin America and it is one of the most important Hispanic markets for Audi today.”

Silvia Tcherassi and Audi have formed the perfect partnership as they both share the same design philosophy: clean, sophisticated, and forward thinking. “Both brands fit perfectly like pieces of a puzzle,” commented the designer. “I believe that my brand identifies with that of Audi as they project discreet elegance without effort. Both designs are classic yet have a contemporary edge. And, as we are committed to quality, we like to offer nothing but the best.”

The collection presented last night reflected Silvia Tcherassi's own vision of the architecture of Barcelona. “The romantic geometry of the gothic style, the

undulating forms of the modernism, and the metallic tones and the futurist shapes of the contemporary architecture were my source of inspiration,” continued Tcherassi. “The colors and shapes of the Parc Güell, a masterpiece by Antonio Gaudí, provided the inspiration for accessories of the season.”

During the event, Audi and Silvia Tcherassi also hosted an extraordinary silent auction in support of Best Buddies International, a nonprofit organization founded by Anthony K. Shriver that provides opportunities for one to-one friendship and integrated employment to people with intellectual disabilities.

“Audi and Best Buddies have been partners since June 2007,” added Kaehny. “Last night, Silvia Tcherassi added to this partnership by donating one of her exclusive evening gowns.” Mariela Cisneros, the highest bidder, took with her a unique and special edition of the famous Victory dress, one of the classic creations of Silvia Tcherassi. The dress, which raised \$6,000 for the organization, featured an unusual combination of materials such as techno lace, one of the highlights of the Spring Summer Collection.

Some of the evening’s celebrities that joined the *Audi Fashion Preview Presents Silvia Tcherassi* venue were Boris Becker’s ex wife Barbara Becker, Anthony and Alina Kennedy Shriver, Design Miami’s founder Ambra Medda, Real Estate tycoon Craig Robins, Philippe Levine, race car drivers Bruno Junqueira and Richard Philippe, TV Presenters Ingrid Hoffmann, Raul de Molina, and Ana Maria Canceco, and Actors Candela Ferro, Khutan, Valentino Lanus, and Marisa del Portillo, among others.

### About Silvia Tcherassi

Colombian designer Silvia Tcherassi is considered the Latin American designer with the most prominent international projection. Perhaps Silvia’s claim to fame was an invitation by the Camera Nazionale della Moda Italiana and the

Federation Francaise de la Couture to present her collections in Milan and Paris' fashion weeks in 2003 and 2004, respectively. Silvia Tcherassi became the first female Latin American designer to reach such honorable recognition. In recent years, Silvia Tcherassi's creations have graced the runways of Milan, Paris, New York, Miami, Mexico, D.F., Poznan, Prague and Düsseldorf. Her designs, that include prêt à porter, haute couture, bridal gowns and accessories, can be found in Colombia, Miami, and in recognized boutiques and stores around the world. For more information, please visit [www.silviatcherassi.com.co](http://www.silviatcherassi.com.co).

**Communication Lifestyle**

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