



THE MUSEUM OF CONTEMPORARY ART

ETRO

FOR IMMEDIATE RELEASE

Thursday, November 2, 2017

****MEDIA ALERT****



**ETRO PRESENTS A FALL/WINTER 2017 FASHION SHOW FOR THE
10TH MOCA DISTINGUISHED WOMEN IN THE ARTS LUNCHEON
FOR THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES**

HONORING PHILANTHROPIST LILLIAN LOVELACE AND ARTIST TALA MADANI

**MORE THAN 400 GUESTS FROM THE ART, FASHION, AND
ENTERTAINMENT WORLDS ATTENDED THE BENEFIT SUPPORTING MOCA**

WHAT: The Museum of Contemporary Art, Los Angeles hosted the 10th MOCA Distinguished Women in the Arts Luncheon yesterday in Beverly Hills. The luncheon honored philanthropist Lillian Lovelace and artist Tala Madani, with awards presented by former honoree and MOCA Trustee Susan Gersh and MOCA Chief Curator Helen Molesworth. The luncheon, hosted at the Beverly Wilshire Hotel, featured a special fashion presentation of the ETRO Fall/Winter 2017 Runway Collection. The new showcased looks were rooted in a functional sportiness but with bursts of Etro's traditional femininity and mastery of mixing. Oversized outerwear, including giant tweed parkas and patchwork jacquard puffer jackets, created cozy bulky upper halves on the runway with long plissé printed paisley dresses fluttering beneath. Proceeds from the event, which raised more than \$225,000, will help support all of MOCA efforts, including educational and exhibition programs presented by the museum each year. The MOCA Projects Council established the MOCA Distinguished Women in the Arts event in 1994 to recognize the many gifted women providing leadership and innovation in the visual arts, dance, music, and literature. This year's event was chaired by Ann-Rose Kaplan, MOCA Projects Council President, alongside Projects Council Vice President Eydie Desser, and Co-Chairs Nancy Koven, Marilyn Resnick, Carol Stein, and Stephanie Vahn.

WHO: Honorees Lillian Lovelace and Tala Madani, MOCA Director Philippe Vergne, and awards presenters MOCA Trustee Susan Gersh and MOCA Chief Curator Helen Molesworth. Celebrity stylist Jaime Schneider Mizrahi, actresses Ali Larter and Molly Sims, model/actress sisters Sara and Erin Foster, and designers Gelila Puck and Sonia Boyaijian. MOCA Trustees in attendance included: Kathi Cypres, Cliff and Mandy Einstein, David Johnson, Lilly Tartikoff Karatz, Wonmi Kwon, Mary Klaus Martin, Maria Seferian, Terri Smooke, Sutton Stracke, Orna Amir Wolens, among others. Women in the Arts luncheon chair Ann-Rose Kaplan, and luncheon co-chairs Eydie Desser, Nancy Koven, Marilyn Resnick, Carol Stein, and Stephanie Vahn. Art world notables included: philanthropist and collector Edythe Broad, artist Karon Davis, gallerists Peter and Elizabeth Goulds, artist Jennifer Guidi, collectors Alan Hergott and Curt Shepard, gallerist David Kordansky, Bettina Korek, artistic director for the Marciano Art Foundation Olivia Marciano, gallerist Deborah McLeod, gallerist Shulamit Nazarian, gallerist Shaun Regen, The Underground Museum director Megan Steinman, artist Mary Weatherford, among others.

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WHEN: Wednesday, November 1, 2017, at 11:30am

WHERE: The Beverly Wilshire Hotel, Beverly Hills
9500 Wilshire Blvd, Beverly Hills, CA 90212

Image credit: 10th MOCA Distinguished Women in the Arts Luncheon, November 1, 2017, courtesy of The Museum of Contemporary Art, Los Angeles, photos by Billy Farrell/BFA.com

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