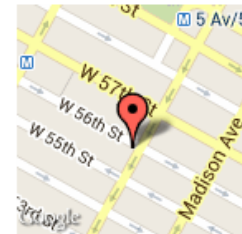


Racked Wire



La Mer Collections; BCBG Event; Butterfly Studio Package



HENRI BENDEL
712 5th Avenue, New
York

COMMENTS

5:30 PM, SEP. 4 2013

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MIDTOWN EAST—La Mer Collections will host a trunk show at **Henri Bendel** tomorrow through Sunday. Stop by the atrium on the second floor to shop the entire fall line—featuring removable charms and semiprecious stones for the first time—and get a sneak peek at holiday styles. [RackedWire]

FLATIRON—To celebrate the launch of their spring/summer 2014 collection and 25th anniversary, **BCBG** has partnered with **Fashion Delivers** on a three day charitable initiative. Starting tomorrow and running through Saturday, every item of apparel purchased at a BCBGMAXAZRIA store will trigger a donation to a local charity partner. In New York, the charity impacted will be **Women In Need**. A launch party at the Fifth Avenue store hosted by Max and Lubov Azria will kick things off tomorrow night from 6pm to 8pm. [RackedWire]

FLATIRON—With the beginning of fashion week on the brain, **Butterfly Studio** is offering a special bundled hair and makeup package from September 5th