

AZ Insider: Who did Saks Roll out Red Carpet for?

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Kathy Shayna Shocket has the Inside Scoop on the Valley's Social Scene and Celebrities.



Kathy reveals why they were given the "key" to Saks before its doors opened to the public.

Let me take you behind the scenes.. to not one - but two upscale private VIP parties at Saks Fifth Avenue in Phoenix- both held before the doors opened to the public. Why did Saks roll out the red carpet twice in such grand fashion within a week of each other?

Well, here's the "key." For the first event, a group of stylish women crowded delightfully into the shoe department and were given "the key" to Saks early in the morning when the store was still closed to the public. That's because it was a the committee meeting for the Key to the Cure fundraiser.

Arizona Foothills Magazine is proud to be a part of this nationwide fundraising initiative to raise funds for women's cancer treatment and research. The private shopping experience in October is a lively party with a serious purpose. Saks Fifth Avenue initiated its national charity-shopping Key to the Cure weekend in 1999. Since then, the company has donated over \$33 million to women's cancer research and treatment organizations throughout the United States.

Committee members at the private party of sorts and meeting were welcomed with morning pastries, wonderful java drinks and champagne. What a combination - to meet and mingle right in the shoe department amidst the stylish heels , pumps and boots. (Not to mention the stylish boots worn by some of the committee members.

The October event at Saks in Phoenix will raise funds for TGEN (Translational Genomics Research Institute) for breast and ovarian cancer research



Lots of love at Saks.. Saks also showcased some of its dazzling and breathtaking spring fashions in a more formal fashion show in its couture department for Valentine's Day. The private event was perfect for the kickoff for this year's Heart Ball committee meeting - because **Lynne Love** is this year's Heart Ball chair.

The fashion show featured Oscar de la Renta spring fashions, and restaurateur **Sam Fox** spoke to the committee of about 100 women. The annual gala on Nov. 17, 2012 at the Phoenician resort, will benefit the American Heart Association and its fight against heart disease and stroke.

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