



the 2006
DIFFA/Dallas
collection

Denim

making a difference

DIFFA/Dallas, the nation's largest and most successful chapter, now serves 50 counties throughout North Texas. HIV/AIDS service organizations supported by the chapter include AIDS Interfaith Network, AIDS Resources of Rural Texas, AIDS Services of North Texas, AIDS Services of Dallas, Dallas Legal Hospice, AIDS Arms, Inc., Health Education Learning Project, Tarrant County AIDS Interfaith Network, Resource Center of Dallas, Legacy Counseling Center and Bryan's House.

Don Mason, president and CEO of AIDS Services of Dallas, notes that DIFFA funds have contributed significant operating capital towards housing and services.

"Housing is health care," he says. "With housing comes everything else — food, transportation, medication, disease case management and case managers to coordinate health care."

AIDS Services of Dallas provides 1,200 meals through the Supper Club, plus a food pantry in the family facility. Four campus-style buildings house 167 people who are living with AIDS, including apartments for families with children. In March 1990, vandals stole copper pipes and set fire to one of the buildings. DIFFA/Dallas made the balloon payment on a second housing unit and has contributed to AIDS Services of Dallas every year since.

DIFFA plays a major role in AIDS funding throughout North Texas. Groups applying for grants are screened to ensure funds are distributed for maximum efficacy. The grants process includes site visits, fiscal scrutiny and personal interviews.

Though other DIFFA chapters concentrate on interior design-driven events, Dallas showcases what the city does best — fashion. This year marks the 17th anniversary of the DIFFA/Dallas Collection.

What began as "a creative show benefiting a few friends [with AIDS] now is an incredible show that benefits so many," says 2006 chairman of the board Andrew Britton.

JC Penney donated more than 100 Arizona Jean jackets to be transformed by renowned fashion designers into spectacular works of art.

Bidders flock each year to add a dazzling, one-of-a-kind piece to their wardrobes while supporting a good cause. During the last 10 years, DIFFA/Dallas trustee Patricia Deason has acquired more than 25 jackets, including a Tony Lama-designed jacket with custom boots, a Finley original (which came with a white shirt every month) and a David Salvatore creation so ornately embellished that she's turning it into a hanging mobile. Joe Pacetti, the 2005 honorary co-chairman, has purchased 18 jackets, but has given every one away.

"I choose unusual pieces that attract attention, presuming that the wearer will share the DIFFA story," he says.

Collector Maggie Riba chooses jackets for everyday wear. "That way, others can enjoy them," she says, "even if they haven't been to the event."

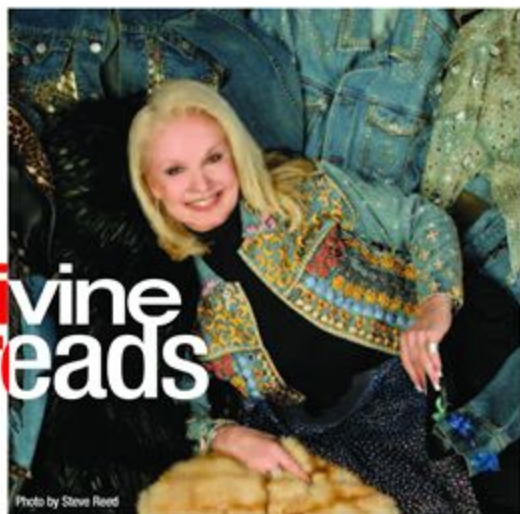


Photo by Steve Reed

“When I go to Jacket [DIFFA/Dallas Collection], it's like a shark at a feeding frenzy. DIFFA is very dear to my heart. I always be involved.”

— Patricia Deason



Photos courtesy of DIFFA/Dallas

The annual auction gala, featuring jackets specially created by designers Kenneth Cole, Dilly, Derek Lam and others, benefits the Dallas chapter of the Design Industries Foundation Fighting AIDS (DIFFA). The goal for this year's fundraiser is \$1 million.



ABOVE Robert Bellamy, honorary chairman of Celebration, has worked with DIFFA for 10 years. DIFFA funds direct care for those living with the disease and addresses the most pressing community needs," says Mr. Bellamy. "These much-needed funds change peoples lives — and their outlook on life — for the better."

designer spotlight

Artist Molly DeVoss returns to the runway with her signature black-and-white style. Her 2006 black denim jacket, emblazoned with rhinestones that create a Christian fish symbol rotated 90 degrees to resemble the AIDS awareness ribbon, is accompanied by an original painting of a male nude. She says the design speaks of her commitment to the cause and the influence of her faith.

I want victims of injustice to get the love message. God loves all of us — just the way we are.

— Molly DeVoss

quick fact



Dallas has one of the nation's highest rates of new HIV infections among young people.

staff



ADVERTISING DEPARTMENT
Creative Director Kallie Whitsett
Editor Glenn Rosen • 214-977-7873
Writer Candace Leigh
Cover Photography Steve Reed
Designer Jane Baker
Sales Jennifer Pursler • 214-977-8218

This section was produced by the advertising department of The Dallas Morning News and did not involve the reporting or editing staff of its newsroom.