

## MasterCard Goes Red for Women in Hong Kong

### Auction of Red Dresses by Top Hong Kong Designers to Benefit the Hong Kong Heart Foundation and Raise Awareness for its Cause

**Hong Kong, 19 August 2009** –MasterCard Worldwide today announced its support of the *Go Red For Women* campaign by bringing it to Hong Kong in conjunction with MasterCard Luxury Week Hong Kong 2009. The campaign seeks to raise awareness of heart disease and stroke – the No.1 killer of women worldwide.

In support of the Hong Kong Heart Foundation, MasterCard will auction four red dresses specially designed by internationally-renowned Hong Kong designers.

The Go Red For Women campaign, coordinated internationally by the World Heart Federation, aims to empower women with the knowledge and tools to take better charge of their own and their families' heart health. In Hong Kong, heart disease and stroke claim the lives of more than one in four women.

The red dress is the symbol of the campaign, serving as a red alert for women to take action to protect their heart health. The Red Dress Collection has been a star-studded fixture at Fashion Week in New York every February since 2002 with the world's top designers, supermodels and celebrities sashaying down the runway in a stream of scarlet for heart health.

Part of MasterCard Luxury Week Hong Kong 2009, the exclusive red dresses by Shanghai Tang, Dorian Ho, Vivienne Tam, and Ports 1961 will be shown at the closing show—*The Red Dress Collection presented by MasterCard*—on 29 August. The closing show will also showcase red dresses from a number of MasterCard Luxury Week Hong Kong participating brands, and include a limited-edition piece by Tommy Hilfiger.

Bidding will be open to MasterCard cardholders from 24 August, coinciding with the start of MasterCard Luxury Week Hong Kong. The dresses will be on display at the Four Seasons Hotel in Hong Kong for the duration of the event. Bidding details will be posted on <http://www.mastercardluxuryweek.com/hk/>. Bidding will close at 12.00am on 30 August and the MasterCard Luxury Week Hong Kong website will be regularly updated during the course of the week to indicate the highest bid received for each dress. Cardholders who are outbid during the auction can put in a new bid during the auction period and successful bidders will be notified by email.

The minimum bid for each dress will be posted on the event website. All proceeds will benefit the Hong Kong Heart Foundation and the winning bidders of the four specially designed red dresses will have their pieces custom made to size by each designer.

A number of other international fashion brands, including Yves Saint Laurent, Gucci, Bottega Veneta, Chloe, and Alfred Dunhill, have also donated a variety of gorgeous luxury accessories to the cause. Guests attending the event will have the opportunity to buy tickets for the Red Draw for a chance to win these well sought after items. The Red Draw will include prizes worth a total of HK\$100,000 from the event's generous donors.

“We are pleased that MasterCard is seeking to raise awareness of heart disease—the No.1 killer of women worldwide—through MasterCard Luxury Week Hong Kong. We are sure that, through this meaningful activity, awareness of women in Hong Kong of their risk of heart disease and stroke will be further enhanced, and they will pay more attention to a lifestyle which will mitigate these risks,” said Dr. Patrick P K Wu, JP, Chairman of the Hong Kong Heart Foundation. “The Foundation is thankful to MasterCard and the successful bidders for the donations from MasterCard Luxury Week, which will be put to good use for the relevant purposes of the Foundation.”

The Hong Kong Heart Foundation is a non-profit making organization engaged in promoting activities which help to reduce the incidence of diseases of the heart and the resulting mortality in Hong Kong.

“An alarmingly small number of women are aware that heart disease and stroke claim so many lives each year. With the right knowledge and tools, women can protect themselves and their loved ones, so this is an important call to action,” said Georgette Tan, vice president, Communications, Asia/Pacific, Middle East and Africa, MasterCard Worldwide. “MasterCard has long been involved in programs reaching out to women to educate and empower them. We would like to encourage consumers to bid for one of these red dresses, and take a big message from the heart, about the heart, to the women in their lives.”

MasterCard Luxury Week Hong Kong supports Hong Kong’s positioning as a vibrant, fashionable city and a preferred shopping destination for luxury goods in Asia/Pacific. The runway shows will take place from 24 to 29 August 2009 at The Four Seasons Hotel, and will include top international designers and brand names like Diane Von Furstenberg, Thakoon, Tod’s, Escada, Kate Spade, Emmanuel Ungaro and Betsey Johnson.

### **MasterCard and Women**

In May this year, MasterCard supported the Singapore Heart Foundation with *Go Red For Women presented by MasterCard*. The campaign involved ten rising fashion designers from Singapore, Malaysia, Indonesia, Thailand and the Philippines, who created their own masterpiece of a red dress that was auctioned for the cause.

*Go Red For Women presented by MasterCard* is among other initiatives that MasterCard has undertaken to support, educate and empower women. MasterCard gives out the U21 Global Scholarship for Women in Travel and Tourism, which was launched in 2006 to provide scholarships to working women professionals to develop their leadership skills and realize their full potential in the area of travel and tourism.

It is also working with Hotel de la Paix in Cambodia and Mitrataa Foundation in Nepal to empower Cambodian and Nepalese women respectively with the skills to make a livelihood. In Cambodia, MasterCard sponsors a ten-month-long program teaching underprivileged Cambodian women sewing skills and offering basic education on setting up a business. In Nepal, it sponsors women for a six-month business based literacy class, which includes a savings program and development of a business plan for sustainable micro businesses.

MasterCard has also provided support for the Payatas women in the Philippines through the Rags2Riches social entrepreneurship program and has collaborated with the All China Women’s Federation on several initiatives.

MasterCard has dedicated significant resources to knowledge leadership in the women's space. Its ongoing annual MasterCard Worldwide Index of Women's Advancement measures the socio-economic development of women across 21 markets in Asia/Pacific, Middle East and Africa. It has also released numerous proprietary research reports and insights on women consumers, including publishing a book *Holding Up Half of the Sky: The New Women Consumers of Asia*<sup>1</sup>.

### **The Red Dress Collection presented by MasterCard: The Designers and their Red Creations**

#### **Dorian Ho**

Riding on the theme of Dorian Ho's FW 09 Collection 'Diva', this timeless garnet tulle netting gown was inspired by Dorian's muse, Audrey Hepburn. Yards and yards of netting were needed to create this ballerina like dress. It's voluminous, yet delicate. It's simple yet elegant. The neckline-décolleté bateau is delicately encrusted with Crystallized Swarovski crystals, creating a faux necklace effect.

#### **Ports 1961**

This Red Dress creation is inspired by the traditional aesthetics of India's Mughal Dynasty. The Henna gown takes on a modern sensuality in handcrafted Parisienne panne silk velvet. The cloth is transformed through several artisanal processes: woven on a jacquard loom, then a burned out print technique creates dimension and fluidity to the rose pattern. A final hand painted touch using copper pigments on each individual flower adds luster to this couture fabric. The simple asymmetric hem gown is then infused with a final hand embroidery technique of additional layers of flower appliqué for a luxurious 3D effect.

#### **Vivienne Tam**

Vivienne Tam has found inspiration for her Fall 2009 collection in the concept of "nothingness". Starting with the Asian philosophy of creating an empty space that gives way to something new and unexpected, Tam explores concept, design and form, to present an intuitive and unique collection.

Vivienne applies both the character of "nothingness" and a distinctive deep red tone for her specially designed red dress, using both satin and silk chiffon for the stunning creation.

#### **About MasterCard Luxury Week**

MasterCard Luxury Week Hong Kong is an annual event presented by MasterCard and produced by IMG Fashion. Now in its third year, MasterCard Luxury Week Hong Kong will take place from 24 to 29 August 2009 once again affirming Hong Kong as the luxury shopping capital of Asia. Held in a specially built, state-of-the-art catwalk showroom at the Four Seasons Hotel, this prestigious event remains the most prominent consumer-focused luxury event in the region and showcases high-end apparel and accessories from the world's leading fashion brands. This year's schedule will consist of collections from Shanghai Tang, Dorian Ho, Escada, La Perla, Derek Lam, DVF, Kate Spade, Emanuel Ungaro, Tod's, Betsey Johnson and Thakoon.

#### **About Go Red For Women**

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<sup>1</sup> Author: Yuwa Hedrick-Wong, economic advisor, Asia/Pacific, MasterCard Worldwide. Publisher: John Wiley & Sons (Asia) Pte Ltd, 2006.

Heart disease and stroke kills more women each year than cancer, tuberculosis, HIV/AIDS and malaria combined. Worldwide, an average of more than 16 women per minute die of cardiovascular disease, including heart attack and stroke.

Go Red For Women is an international campaign aimed at women, their families and friends, healthcare professionals and the general public to inform them of the most common risk factors and symptoms specific to women. It aims to improve prevention, diagnosis and treatment of cardiovascular disease in women. The campaign is coordinated internationally by the World Heart Federation. To date Go Red For Women activities have taken place in 40 countries worldwide.

#### **About the World Heart Federation**

The World Heart Federation is a nongovernmental organization committed to helping people achieve a longer and better life through prevention and control of heart disease and stroke, with a focus on low- and middle-income countries. WHF membership is comprised of 198 medical societies and heart foundations in more than 100 countries. For more information please visit our website: [www.worldheart.org](http://www.worldheart.org)

#### **About Hong Kong Heart Foundation**

The Hong Kong Heart Foundation Limited which has been set up in Hong Kong since 1975, is a non-profit making organization engaged in promoting activities which help to reduce the incidence of diseases of the heart and the resulting mortality in Hong Kong. These include promotions through public education in raising society's awareness for a healthy life. The proceeds raised from *The Red Dress Collection presented by MasterCard* event will be used for the purposes of the Hong Kong Heart Foundation, and more specifically, their Fellowship Programme. Established in 1993, the programme funds training fellowships awarded to qualified medical practitioners in public service for advanced training in cardiology at world renowned cardiac centres such as Harvard Medical School and Stanford University Medical Center, for the benefit of the people in Hong Kong.

#### **About MasterCard Worldwide**

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes approximately 21 billion transactions each year, and provides industry-leading analysis and consulting services to financial-institution customers and merchants. Powered by the MasterCard Worldwide Network and through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information go to [www.mastercard.com](http://www.mastercard.com).

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