

Chicago Events. 54th Annual Gold Coast Fashion Award Show. Fashion Competition for Design and Charity Styles a Memorable Event.

SEPTEMBER 18, 2009 • **EVENTS** •



2009 Gold Coast Fashion Award Show co-chairs Jeniece Higgins (left) of Lake Forest and Janette Acton of Lemont present designer Norman Ambrose with the 2008 Gold Coast Fashion Award

Everyone seems to be in New York during this infamous week of spring fashion. However for one day, 1,300 people gathered at the **Hilton Chicago** to celebrate the **54th Annual Gold Coast Fashion Award Show**.

Following the networking and champagne reception deftly decorated by **David Yurman**-clad models, guests were ushered into the ballroom to lunch, gossip and wait in anticipation to see which of the eight competing designers would earn this year's coveted award.

Norman Ambrose, last year's winner, kicked off the event by accepting his award and reminding guests that their attendance wasn't just to gape at the fashions, but also to support the cause behind the event: to benefit the **Children's Memorial Hospital**.

"At the end of the day it's about the children," Ambrose stated after the show. "It makes me very proud to be here." This year's show raised more than \$300,000 that will go towards The Children's Service Board's commitment to support the Division of Pediatric Surgery at Children's Memorial, the largest provider of pediatric surgery in the Chicago area.