

CATEGORIES: media, public relations, promotion

OVERVIEW: On-going promotion and PR for MZ Wallace San Francisco launch



## THE SOCIAL NETWORK



Terri Tiffany and Nancy Ditz Mosbacher



Abigail Devine and Melissa de Boer



Monica Zwirner, Lilian Wagner, Shiree Dyson, and Lucy Wallace Eustace

# Great Fashion/Great Cause

**MZ Wallace**, the coveted New York accessories brand, celebrated their partnership with Raphael House on behalf of homeless families with a month-long campaign that culminated in an open house at their Union Square retail pop-up store on Wednesday, July 13. MZ Wallace founders Monica Zwirner and Lucy Wallace Eustace joined with Raphael House Board Chair Kate Smith and Board member Judy Davies to welcome shoppers for a festive summer night party.



Lisa Garcia Smith, Judy Davies, and Tish Kelly-Mick



Judy Davies and Ralph Payton



Lucy Wallace Eustace and Monica Zwirner



Lucy Wallace Eustace, Kate Smith, Judy Davies, and Monica Zwirner



Lucy Wallace Eustace and Angella Sprauve



Monica Zwirner, Lucy Wallace Eustace, Ralph Payton, and Marc Slater



Ferri Tiffany and Kate Smith

PHOTOS: MOANALANI JEFFREY