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New York Celebrity Designer Speaks at Career Wardrobe Empowering Tea & Fashion Show

Career Wardrobe announces its annual *Empowering Tea and Fashion Show*, Sunday, November 12, 2017 from 12-3 p.m. at the Merion Cricket Club (325 Montgomery Ave, Haverford, PA 19041). Tickets for the event start at \$80 (\$40 for kids 12 and under).

KYW Newsradio's **Cherri Gregg** will emcee the event, which has distinguished itself as a family-friendly, intimate, and inspiring afternoon shared among generations. Local sisters **Dana Veraldi**, founder of [DEERDANA](#) and **Amanda Veraldi**, Manager of Corporate Development for J. Crew, will be the featured speakers, discussing their paths to making names for themselves in the fashion industry.

Dana Veraldi is the designer and founder of [DEERDANA](#), a brand known for its T-shirts with sketches of interesting and influential people. Dana turned her artwork and passion into a unique style that has been sought after by big name partners including Theory, Madewell, and Uber, and recently launched a line with Urban Outfitters. Her work goes beyond fashion and exhibits powerful messages through its art, such as promoting women's rights, honoring the Standing Rock Sioux Tribe, and raising money and awareness about animal cruelty.

Amanda shares her sister's drive and motivation. She is the manager of Corporate Development for [J.Crew](#), where she handles the financial forecast and the promotional calendar for the \$4.2 billion company. Amanda also finds time to volunteer in New York – she previously assisted in a first grade classroom of a public school, and more recent she mentored low-income high school students through Minds Matter, empowering them to dream big and prepare for college and beyond.

The fashion show will include runway styles by partners Etcetera, Aalpha Pink Bureau, and secondhand designer clothing by Revivals Boutique and The Wardrobe Resale, the boutique benefiting Career Wardrobe.

Career Wardrobe is one of the nation's largest independent organizations empowering women and men transitioning to work with professional clothing, job search support, and professional development. Over its 22-year history, Career Wardrobe has empowered more than 80,000 individuals struggling with poverty, violence, or incarceration on their journeys to employment and independence. In 2016, Career Wardrobe expanded its successful Philadelphia model to the five county area including Delaware, Chester, Montgomery, Bucks, and Berks Counties, providing professional clothing to unemployed Pennsylvanians receiving public assistance.

The Empowering Tea & Fashion Show is presented in partnership with EY, QVC, PECO, Merck, and Global Tax Management. For more information and tickets, please call [\(215\) 568-6693](tel:(215)568-6693) or visit www.careerwardrobe.org.

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