

NONPROFITS

Oscar de la Renta teams with Dream Foundation on fundraising fete

September 17, 2019



Oscar de la Renta's resort 2019 collection. Image credit: Oscar de la Renta

By STAFF REPORTS

U.S. fashion label Oscar de la Renta is partnering with the Dream Foundation on a fundraising event, using its designs to help raise funds for the organization.

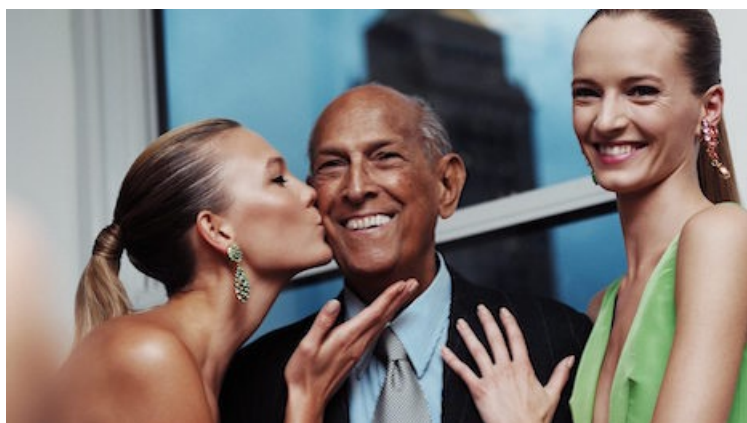
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Dream Foundation offers terminally ill adults the chance to fulfill their wishes, giving them a sense of closure. Oscar de la Renta will be the fashion partner for the nonprofit's fifth annual Endless Summer Dream event on Oct. 6, during which it will present couture-inspired looks.

California dreaming

Oscar de la Renta has previously partnered with the Dream Foundation to grant a wish. About a decade ago, the brand's eponymous founder helped a 25-year-old aspiring fashion designer with a terminal diagnosis get a fashion week experience.

The foundation sent the woman, LaToya, and her sister to New York Fashion Week to attend shows and meet Mr. de la Renta.



Oscar de la Renta granted a dream. Image credit: Oscar de la Renta

"Oscar de la Renta's kindness will forever be remembered and cherished," said Kisa Heyer, CEO of the Dream Foundation, in a statement. "It reminds us that even the smallest gestures make a world of difference at the end of life.

"We are honored to celebrate 25 years of dream fulfillment with such an iconic, thoughtful brand," she said.

Over the course of the organization's 25-year history, it has made 32,000 dreams come true.

The event, being held at the Nesbitt Estate in Summerland, CA, also counts Porsche Santa Barbara, Four Seasons Maui Resort at Wailea and Tesla among its supporters.

Oscar de la Renta, now overseen by the founder's protégés Laura Kim and Fernando Garcia, has a personal connection to terminal illnesses.

In 2014, the revered and cherished fashion designer Mr. de la Renta died on Oct. 20, after a long battle with cancer.

Known for crafting the dresses worn by numerous first ladies and celebrities, Mr. de la Renta charmed the world with color and extravagance during several decades as a designer. Up until the end of his life the designer sustained his brand and influenced the fashion industry ([see story](#)).

© 2019 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.