



áo dài FESTIVAL

SUNDAY,
MAY 15, 2011

CELEBRATING VIETNAM'S TIMELESS TRADITION OF STYLE

The áo dài FESTIVAL is presented by:



GREEN RICE FOUNDATION

111 W Saint John Street, Suite 420
San Jose, California 95113
408-915-9299



FRIENDS OF HUE FOUNDATION

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Email: info@friendsofhue.org



FASHION FOR FREEDOM

Website: <http://fashion-4-freedom.com>
Designer: Lanvy Nguyen
Contact: lanvy@fashion-4-freedom.org



GG CONNECTIONS

Website: <http://ggconnections.com>
Designer: Debbie Nghiem



welcome

Dear Friends:

Thank you for continued support of our work at the Friends of Hue Foundation. Tonight, your presence signifies your commitment to eliminating injustice and the betterment of our world.

Globally, millions of young men and women have been victims of human trafficking and subjected to modern day slavery. Sadly, Vietnam consistently ranks amongst the world's leading nations in trafficking as countless men, women and children have been coerced or deceived into forced labor, prostitution, and sex slavery disguised as marriage.

Trafficking has become a growing industry proven to pay high dividends to predators posing as legitimate entrepreneurs. Consequently, it robs its victims of their fundamental right to dignity and freedom. Historically, Vietnam has been a poor country. However, in four-thousand years of rich history, the poor has never been forced into involuntary servitude on such a large scale, society has never pawned the poor's dignity the way it does today.

Tonight, by embracing the Ao Dai, we embrace beauty and grace which is much more than skin-deep beauty. One who wears the Ao Dai becomes an ambassador of femininity, strength and dignity. In the most natural way, her demeanor displays respect for others as well as self-respect.

During our celebration this evening, join us in sending the mystical Ao Dai to those who are trapped in modern slavery. Friends and supporters, let us demand that the Ao Dai be returned to the victims of modern slavery, and let us put on our own Ao Dai to reclaim their grace and dignity. Wherever we are, let us stand together.

We thank you for supporting our vision for a more just and peaceful world.

In Love and Unity,



JENNY DO
CHAIR, BOARD OF DIRECTORS
Friends of Hue Foundation
PRODUCER,
Ao Dai Festival



THIEN-NHIEN LUONG
EXECUTIVE DIRECTOR,
Friends of Hue Foundation

ÁO DÀI FESTIVAL 2011
RECLAIMING THE ÁO DÀI

program

Drum Ceremony (in front of Grand Century Mall)

5:00 Drum Ensemble by Jason Jong & Echo of the Drum of Oriki Theater

Lion Dance by Pure Shaolin Kung Fu School

Silk Procession by Miss Vietnam of Sacramento
and Miss Vietnam Tet Pageant of Northern California

Rose Petals Procession and Photo-taking Session

<< RECLAIMING THE AO DAI EXHIBITION >>

Photography organized by Tuan V. Phan, FRPS, Hon. FVNPS

Ao Dai designed and exhibited by LanVy Nguyen and Hoai-Sang Nguyen

<< FRIENDS OF HUE FOUNDATION VIDEO PRESENTATION >>

Reception/Mixer and Silent Auction

Dinner

6:00 Dignitaries & Sponsors Recognition

FHF Humanitarian Awards

Children Party Favor Reception

Humans For Sale Presentation by GreenRice Foundation
and sponsored by Center for Encouragement of Self-Reliance

Call for Action

Overture

6:30 Candle Procession performed by Miss Vietnam of Sacramento

Mother Vietnam performed by Kayla Dang, dress design by Jenny Do

<< THE TRUNG SISTERS >> – Hai Ba Trung

Music: Hon Vong Phu – The Wind of Wars by Le Thuong

<< DAWN OF NORTHERN GOWN >> – Ao Tu Than

Music: Qua Cau Gio Bay – Blown in the Wind, a folk song arranged by Nguyen Le

<< ON THE HIGHLANDS >> – Tren Chon Thuong Ngan

Music: Go Hunting by Van-Anh Vanessa Vo

<< PRINCESS HUYEN TRAN/JOURNEY TO CHAMPA >> – Huyen Tran Cong Chua

Design by Cory Tran – Known in the Bay Area for exquisite Ao Dai designs

Music: Disappearing Culture by Van-Anh Vanessa Vo

biographies

<< EMPRESS NAM PHUONG >> – *Nam Phuong Hoang Hau*

Ho Hue by Phuong Thu

Design and Beadwork by Jenny Do; produced by Elly Fashion

Music: *Dao Nam Hanh Van, a folk song*

<<TRANSITION TO MODERN TIME >> – *Madame Nhu, the 60's and the 70's*

Design by Sy Hoang – Internationally acclaimed Ao Dai Designer

Music *by Erik Satie; Tous les garçons et les filles by Jérôme Lambert*

<< AO DAI WITH A MISSION >> – *Mending Communities Initiative*

Design by Lanvy Nguyen and Hoai Sang Nguyen of Fashion For Freedom,

MUA and hair by Christine Pacifico and team

Music: *Bolinao 52 Soundtrack Movie by Van-Anh Vanessa Vo*

<< QC DESIGNS >>

Design by Quang Chanh and MUA by Thao and Hanh Nguyen

Music: *Trong Com, a folk song; La Paloma by Sebastien Yradier*

<< CHAU NGUYEN COLLECTION >>

Design by Chau Nguyen

Music: *Ly Nguoa O, a folk song; Sway by Pablo Beltran Ruiz*

<< DEBBIE NGHIEM & GG CONNECTIONS >>

Design by Debbie Nghiem of GG Connections, MUA and

hair by Christine Pacifico, team, and Kevin Dinh Nguyen

Music: *She's Not She by Bao Do and Van-Anh Vanessa Vo*

<< FINALE >>

Music: *America the Beautiful by Samuel A. Ward*

All music arranged and performed by Van-Anh Vanessa Vo and Company.

Most makeup and hair stylist services are provided by Christine Pacifico,

her team, and Kevin Dinh Nguyen.

All narration is written by Dan Do.

Masters of Ceremonies are Dan Do and Betty Duong.

All performances and modeling are provided by:

- *GG Connections Models*
- *Miss Vietnam Tet Pageant of Northern California- Hoa Hau Bac Cali*
- *Miss Vietnam of Northern California Intercollegiate Pageant – Hoa Khoi Lien*
Truong Bac California
- *Miss Vietnam of Sacramento*
- *Miss Asia of Sacramento*
- *Vietnamese Students Association of Evergreen College*
- *Ao Dai Festival's friends and families*

CHAU NGUYEN

Chau Nguyen, a young boy growing up in a poor family in the Mekong Delta and living a hard life without daring to dream of a way out, one day discovered his passion when his eyes caught the sight of a woman wearing a beautiful Áo Dài. Ever since that moment of epiphany, Nguyen found his calling. He toiled and moiled to earn a living, worked as a domestic servant for wealthy families while secretly pursuing his passion. When he had learned the trade, he began to develop his own designs. Today, Chau Nguyen is one of the most admired Áo Dài designers in the Bay Area.

Miss Vietnam Tet Pageant of Northern California including *Huynh Thu Hong Holly, Tu Hoang Van Phuong, Tran Nguyen Amy, Nguyen Ngoc Tuyen Tiffany, and Tran Xuan Alpha* model for Chau Nguyen Fashion.

CHRISTINE PACIFICO

Christine Pacifico was the lead make-up artist for Victoria Secret's Winter 2010 show and had done make up for Marc Jacob. She is a Hollywood trained makeup artist specializing in TV, film, commercial, print, pageants, and bridal. She is a professional makeup artist working with an impressive list of clients from athletes to film stars. She has worked closely with Grammy-nominated musicians like Los Tigres Del Norte, Michelle Chappel and local sports stars on the San Jose Sharks and Earthquakes. She was also the lead makeup artist for renowned couture designer, Colleen Queen's recent fashion show in San Francisco. Christine is also an educator, training aspiring makeup artists at some of the top local beauty schools. Her passion for all things beauty is only outweighed by her passion for people.

HOAI SANG NGUYEN

Hoai Sang Nguyen is one of Vietnam's emerging talents. As a university instructor in fashion & design, Hoai Sang is aptly skilled in executing the technical elements required of a modern concept. Sang joined the FASHION-4-FREEDOM team as director of the Vietnam consortium. As the head designer of the largest retailer in Vietnam, N&M, Sang is well positioned to inject western concepts of aesthetics into the country's retail market. Sang's sense of style is imbued in the spirit of histrionic excitement. Sang met LanVy 5 years back when both participated in the HUE FESTIVAL'S AO DAI EXTRAVAGANZA. He adds theatrical drama to LanVy's edited sensibility. His relationship in Vietnam's culture of fashion allows the team to effectively negotiate the landscape and ensure quality production. His work has adorned many queens, singers, and members of the Vietnamese entertainment elite. He displays his showmanship skills and creativity in working with the traditional Vietnamese gown, the Ao Dai. As a pillar of the Asian pageant circuits, he is well recognized for avant-garde creations of stage wear and swimsuits.

DEBBIE NGHIEM

Debbie Nghiem was born in Saigon, Vietnam and grew up in Kalamazoo, Michigan before making San Jose, California her permanent home. She studied Business Finance with an interest in real estate and demographics at San Jose State University. Prior to design and fashion, she has worked as a worldwide purchasing/logistic planner, marketing, contract negotiations, and manufacturing in several high tech companies including JDSU, Schlumberger/LTX, Network PCB and received several awards. In 2008-2009, she became involved in business fashion as an exclusive account representative in Vietnam for Sourcing Magic. This experience inspired her to pursue a new career in fashion design. In December 2010, she was awarded as 'The Best Designer in the Bay Area' from Be That Kid Productions. Recently she joined San Jose Fashion Week & Uomo Vogue Apparel Group as VP Director and Buyer of Eastern Asia for Men's Wear, Women's Wear, Accessories, Textiles, in Vietnam, China, and South Korea.

Modeling for Debbie Nghiem's Independent Collection are models of GG Connections. They are: **Emma Herrera** (*Miss 2010 Bay Area Teen California, Miss California Tropic Grand, Miss Runway Dream Girl USA*), **Amanda Alicia, Katherine Nealis, Rachel Singh, Cristina Ribeiro who was former model of the Year from Vogue Brazilian, Chloe Noeveau, Lilian Mai, Chelsa Wood, Rachel Signs, Rashmi Rao** (*TV host for CAM News Network*), **Holly Hue Chau, Vy Dinh, Mamta Jain, Rosely Mastrapa, Le Dung Yen Phuong** (*TV reporter from Vien Thao and Em Television*), and **Vo Thu Nga** (*singer*).

QUANG CHANH

Quang Chanh (QC) Pham is a fashion designer in San Francisco specializing in Vietnamese traditional and modern ao dai. He started designing in Vietnam at a very early age and later learned more about modern fashion design at Canada College, Redwood City. His collections always feature a balance between traditional and modern design elements. While keeping the traditional shape, he creates a cut that is more fitting to the form and flattering to the curves. He is one of the first to introduce the Ao Dai with long train. His customers include brides, pageant contestants, and performers all over the US. His Ao Dai collections have been featured in numerous of high-end fund raisers for charity organizations: Wheelchair Foundation, Anti-Human Trafficking, VNHelp, and Chefs Without Borders. QC is also a TV host, Viet Opera performer, director for Miss Asian America, and producer of Miss Little Saigon San Francisco. His Ao Dai design website is www.qcdesigns.com.

Modeling for QC Designs include: **Sarah Liu, Sarah Nguyen, Denise Cao, Vivian Vo, Caroline Vu, Carolyn Fung, and Thanh Vy Dinh**.

LANVY NGUYEN

LanVy Nguyen left a decade of corporate finance and Merger & Acquisition in NYC to pursue her first love, Design and Fashion. After the success production of her first factory in Dong Nai, LanVy thought that she had found a new career as designer and manufacturer. While assessing other factories in Vietnam, she met a woman whose story changed her life and thus the direction of her new career. The woman was a bonded laborer. Sewing was her way to make debt payments, but her labor was not enough. Her child had to sell postcards to help ease the family debt. This type of bondage compelled LanVy to seek and understand how an industry that provides creative freedom to so many denies others of basic liberty. Her personal project to help this mother & child in 2008 expanded to assist 24 other families under a small initiative lovingly named "Fashion-4-Freedom". Unsatisfied, LanVy was forced to assess her full business model and to understand where she could realistically effect change in a bigger way. Having access to leaders at the largest conglomerate of factories in Vietnam, she began to promote systemic change. With experience at all levels of the supply chain, from designing to factory operations to tradeshow merchandizing, she has the unique portfolio of knowledge to provide a retail buyer with an ethical choice for production. She reorganized Fashion-4-Freedom (F4F) into a hybrid social enterprise where the design, production and manufacturing meet both business and humanitarian needs. F4F seeks changes in the garment industry by providing win-win options for the garment businesses to access ethical production while changing processes to end unethical practices and improve lives.

CORY TRAN

Cory Tran began his career in San Francisco as a designer specializing in couture wedding gowns, ballroom gowns and evening gowns. He has designed custom gowns for pageants around American. Cory became interested in the Áo Dài when he was approached by contestants in an Ao Dai pageant in California. His Ao Dais has become well-known for their exquisite style and elaborate design. Today, his Cory Couture boutique has become the choice destination of Ao Dai lovers in the US and abroad.

VO VAN-ANH

Van-Anh Vanessa Vo dedicates her life to creating music on the dan Tranh (16-string zither) and fusing her traditional Vietnamese foundation with a freshness of new structures and compositions. Since settled in California, she has been a solo artist and collaborator with such musicians and groups as Nguyen Le, Paul McCandless, Kronos Quartet, as well as lending her talents to fundraising events for several non-profit organizations. Her continuous effort in cultivating the beauty and versatility of the dan Tranh, her beloved instrument, in an international music genre is reflected in her composition and arrangement works in the Oscar® nominated and Sundance Grand Jury Prize for Best Documentary, *Daughter from Danang* (2002), the Emmy® Award-winning film and soundtrack for *Bolinao 52* (2008), and the multiple award-winning film *A Village Called Versailles* (2009). Recently, Van-Anh released her newest CD “*She’s Not She*” with award-winning composer Do Bao.

Van-Anh began studying dan tranh from the age of four, and graduated with distinction from the Vietnam Academy of Music where she later taught music. In 1995, Van-Anh won the championship in the Vietnam National Dan Tranh Competition along with the first prize for best solo performance of modern folk music. She has since performed in more than fourteen countries and recorded in many broadcast programs inside and outside of Vietnam. Her first CD “*Twelve Months, Four Seasons*” was released in 2002.

In addition to dan tranh, Van-Anh also performs as soloist on the monochord (dan bau or doc huyen cam), the 36-string hammered dulcimer (dan tam thap luc), the bamboo xylophone (dan t’rung), the k’longput, traditional drums (trong), and the Chinese guzheng. She now lives in Fremont, California where she teaches dan tranh and other Vietnamese traditional instruments. For further information regarding the dan tranh, traditional Vietnamese traditional music, or future CDs, please visit her website: www.vananhvo.com or email her at: dantranhviet@vananhvo.com.

Other artists of Van-Anh Vanessa Vo and Company include:

- **Gary Schwantes** on the saxophone, alto sax, bamboo flute, and electric guitar
- **Frances Martin** on keyboard and bass
- **Jason Jong** on taiko drums, Vietnamese traditional drums, and percussions.

models and performers

Miss Asia of Sacramento includes Janet Nguyen (*4th Princess*), Diana La (*Contestant*), and Phet Tran (*Miss Congeniality, Miss Community Service, and Most Photogenic*). Janet, Diana, and Phet participated in the Silk Procession, Trung Sisters, and modeled for MCI Collection by designers Lanvy Nguyen and Hoai Sang.

Modeling for MCI’s Collection are: Diem-Suong Tran, Madison Nguyen, Chau Nguyen, Hong-Ngoc Nguyen, Jessica Thuong Vu, Cleo Nguyen, Nolan Nguyen, Rachael Carson, Minh Do, Long Do, Alicia Luong, Viviann Luong, Ann Luong, Miss Asia of Sacramento, Miss Vietnam of Northern California Intercollegiate Pageant, and Miss Vietnam of Sacramento.

Miss Vietnam of Northern California Intercollegiate Pageant (MVNCI) includes:

- Caroline Vu, *MVNCI 2010 and Queen of Nguoi Dep Bac Cali 2011*
- Thi Vu, *MVNCI 2011*
- Catherine Truong, *2nd Princess 2011*
- Kim Le, *Miss Ao Dai 2011*
- Tien Nguyen, *Miss Photogenic 2010*
- Vivian Vo, *Miss Congeniality & Miss Fitness 2011*
- Sarah Nguyen, *1st Princess 2011*
- Amanda Nguyen, *1st Princess 2010*
- Cindy Nha Nguyen, *1st Princess – Miss Viet Beauty NorCal*

Caroline Vu performed and modeled as *Princess Huyen Tran*. All modeled for ‘*Ao Dai with a Mission – Mending Communities*’ designed by Lanvy Nguyen and Hoai Sang.

Miss Vietnam of Sacramento consists of Liza Chu (*Queen*), Sara Kieu (*1st Princess*), and Anh-Chi Nguyen (*Contestant*). Liza, Sara, and Anh-Chi participated in the *Silk Procession*, Trung Sisters, and modeled for designers Lanvy Nguyen and Hoai Sang.

Miss Vietnam Tet Pageant of Northern California models for Chau Nguyen

Fashion and consists of:

- Huynh Thu Hong Holly, *Hoa Hau Ao Dai*
- Tu Hoang Van Phuong, *A-Hau 1*
- Tran Nguyen Amy, *A-Hau 2*
- Nguyen Ngoc Tuyen Tiffany, *A-Hau 4*
- Tran Xuan Alpha, *A-Hau*

Other Ao Dai Festival’s models and designers are: Kayla Dang (*Me Viet Nam*), Heidi Duy Hai (*Trung Trac*), Hoang Oanh (*Trung Nhi*), Huynh Thu Hong Holly (*Nam Phuong Hoang Hau*), Phuong Thu (*Ho Hue*), Vinh Pham, and Jeannie Nguyen (*Madame Nhu*).

about us

FRIENDS OF HUE FOUNDATION

Friends of Hue Foundation is a 501(c)(3), non-profit, tax-exempt, non-governmental organization, whose primary mission is to provide assistance to impoverished people and victims of natural disasters in Thua Thien Hue province of Central Vietnam.

Under the principles of empowerment and economic self-reliance, FHF has partnered with Fashion for Freedom, a social enterprise, to launch the Mending Communities Initiative. We recognize that, although poor and lacking in many resources, the Vietnamese people do not lack talent or skills. This initiative with harness local skills in embroidery, needle craft, and other artisanship; furthermore, we will connect village artisans to markets of the world by promoting and selling their creations through an e-commerce platform. With the help of a large network of volunteers, interns and staff, FHF is committed to providing a sustainable solution to alleviate poverty, by empowering the poor with the skills needed to succeed in the 21st century.

MENDING COMMUNITY INITIATIVE

Global demand for “Chic & Cheap” fashion was the principal cause for this modern-day tragedy. In Vietnam alone, 1.7M factory workers and countless laborers toiled in inhumane working conditions, being trapped by “employment contracts” that result in bondage. Social change is realized when exploited laborers are able to lift themselves out of poverty. With profit from F4F, LanVy partnered with Friends of Hue Foundation to create the Mending Community Initiative (MCI), a 33-month artisanship program to assist victims of exploitation to reclaim their dignity, realign their skills, and redevelop themselves as contributing individuals. With the leadership of Fashion-4-Freedom & FHF, MCI pulls together seasoned artisans, designers from USA and Saigon, NGOs, business leaders to create productive and ethical trade communities.

FASHION FOR FREEDOM

Fashion for Freedom was cofounded by designer Lan Vy Nguyen to make dresses to address poverty. She believes that high fashion can be socially and ecologically responsible. Her vision is to bring high quality Vietnamese and other Asian fashion designs and accessories to customers worldwide through a design-it-yourself, e-commerce business model. Fashion for Freedom will collaborate with Friend of Hue Foundation by donating its technical and business skills, along with a minimum of 20% profit, towards artisan centers to promote Vietnamese culture, empower individuals, and provide a sustainable solution to reduce poverty throughout Vietnam.

GREENRICE FOUNDATION

GreenRice Foundation is a successor of GreenRice Gallery, established by Jenny Do in 2006 to provide a home for Vietnamese-American contemporary arts, with exhibitions focused on promoting positive social change, fostering intellectual dialogues, and empowering communities. Ms. Do curated many well received exhibitions at GreenRice, among which Calls of the Mountains, Twin Sides of Temptations, Women, Insistence on Hope, We're Here, Poetry Gate, Metamorphosis, Palimpsest of the Essence, and the national traveling show Humans For Sale. With the intent to expand its operations and to address the need of sustainability for several nonprofit organizations, GreenRice Gallery was incorporated into GreenRice Foundation ("GF") in 2011. GF is committed to produce high quality art shows and festivals. Its goal is dual: to raise funds to support nonprofit organizations that serve disadvantaged children and women and to promote Asian American arts and culture.

GG CONNECTIONS

GG Connections establishes a network that will enrich your life, from providing good products to meeting new people. At GG Connections, we organize glamorous and trendy fashion events for you to meet gorgeous guys and gals. We also share a network within the community in order to socialize and improve our knowledge with smart and intelligent people (aka geeks). Our purpose is to gain knowledge, obtain a great friendship, and even to build wealth together via doing business with others from various fields such as entertainment, politic, business, science, art, and academia here in the U.S. and globally.

our sponsors

MANY THANKS TO OUR SPONSORS!!



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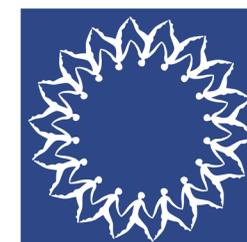
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Miss Vietnam Tet Pageant of
Northern California Organization



congratulations

VA NGO
NETWORK



*VA NGO Network, in collaboration with
the Center for the Encouragement of Self-Reliance (CESR)
commend*

Ms. Jenny Do

FOR OUTSTANDING EFFORTS IN COMBATTING HUMAN TRAFFICKING

The VA NGO Network (“Network”) is an alliance of Vietnamese American Non-Governmental Organizations with programs in Vietnam. Its mission is to strengthen its members’ abilities to have a broad impact in humanitarian and development work in Vietnam by building a united voice on issues of common interest, and delivering practical benefits to our members through technical and capacity-building assistance.

Observing with horror the suffering of unsuspecting young Vietnamese women and children being tricked into modern day slavery, CESR puts up \$100,000 as a challenge grant through the VA NGO Network to assist and encourage its fellow VA NGO members to double up the efforts to fight trafficking of Vietnamese nationals. CESR also creates an annual Effectiveness Prize to acknowledge an individual or organization that has been significantly effective in effort to prevent people from being victims, protect the victims, and/or prosecute the perpetrator(s).

“...to wear the ao dai is to respect ourselves and others. To wear the ao dai is to show our dignity, and by wearing it at the Ao Dai Festival, we declare to the world that we are reclaiming dignity for the children and women who are currently trapped in modern slavery.”

—Jenny Do

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