



Dia Diwan launches initiative with the U.S.-Middle East Partnership for Breast Cancer Awareness

September 2009 - It's October and breast cancer awareness is top of mind at Dia Diwan. In the Middle East in particular, the need to raise awareness about breast cancer remains paramount. Breast cancer is the leading cause of death in women in the Middle East with a significantly higher mortality rate than in many Western countries. A critical reason for this is that the disease is often not detected until it has reached an advanced stage. This is sometimes attributed to cultural and religious reasons, but can also be linked to the fact that many women do not consider the risks of getting the disease until they are older. It is important for women of all ages, including young women, to understand the risk factors that affect their chance of getting the disease, including age, family history, and lifestyle.

Throughout October, Dia Diwan (www.diadiwan.com) joins forces with the [U.S.-Middle East Partnership for Breast Cancer Awareness and Research](http://www.bcpartnership.org) (www.bcpartnership.org). The U.S.-Middle East Partnership is a public-private initiative that unites breast cancer advocates and experts from the United States, the Middle East, and North Africa in the fight against breast cancer. Dia Diwan is launching a fund raising campaign for the Partnership, with the specific objective to raise the necessary funds to support the development of materials as part of an awareness campaign targeting younger women throughout the Middle East. The campaign materials will be made available to more than 20 partner organizations throughout the region.

WHAT'S ON OFFER AT DIA DIWAN?

\$4,500 Raffle to shop George Chakra's Limited Edition Fall/Winter 2009 Collection:

Helping to lead the fight against this disease in the Middle East and beyond, renowned and visionary designer Georges Chakra has teamed up with Dia Diwan offering readers the opportunity to win a gift certificate worth \$4500 to shop Georges Chakra's Limited Edition Fall/Winter 2009 Collection. Favourite among celebrities like Beyoncé, Tyra Banks and Jessica Alba, Chakra drew standing ovations at New York's fashion week displaying this collection, featuring Swarovski-studded looks, glossy fabrics and silver lame. Raffle tickets are worth \$15 each and will be available on www.diadiwan.com from October 1st, 2009.



5 special-edition 'pink' items from the Global Souk have been selected, with net proceeds going to the campaign.



Emme

Designed for women who know what they want. More than just a fashion brand, Emme is an expression of a woman's vision of beauty and comfort. Acclaimed Lebanese designer Marie Carmen Fallaha draws her inspiration from everyday life, ensuring that every woman's basic needs are covered. For October, she has created her signature 'must-have' pink sequined ballerina shoes. Modern, feminine, fresh and trendy. (\$100 each)



Dinz

Rima and Dina, raised in Spain, hearts in the Middle East, and inspired from all over the world. Both sisters love to make fashion statements, and had trouble finding exactly what they wanted to wear... and so came their own design label, encompassing casual wear for both men and women. Dinz have created a one-off 'ghutra' style with a pink ribbon. (\$80 each)

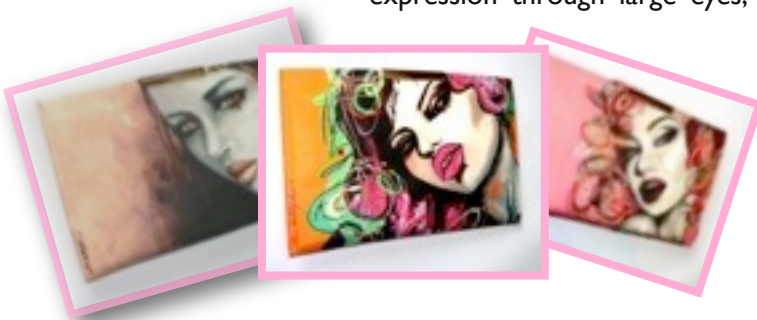
Mimi Bijoux

Timeless elegance. London-based designer Mimi Bijoux creates magnificent pieces from vintage and antique discoveries resulting in customised and contemporary jewellery encrusted with exquisite gemstones. Each a unique piece of art, hand-crafted and finished with 18 or 24 carat gold, semi-precious stones and diamonds, justifiably leading to her celebrity following. This October, Mimi Bijoux has produced a pink Hamsa charm bracelet which wraps around the wrist several times, ensuring you feel like a million dollars, and of course, timelessly elegant. (\$1350-\$2000 each)



Sally K

Bold, feminine, fun and flirty. Sally K pushes the boundaries of art and defining women, artistically creating expression through large eyes, full pursed lips and wild hair. When passing her artwork, you will only stop and stare due to the visual attraction, the sheer size and vibrancy. Sally K is now creating handmade bespoke clutches based on original paintings, with an irresistible charm of its own. These bags range from the most eccentric to the most classy, each piece slightly different from the other. (\$325 each)



Green Bar

Reem Al Khalifa and Green Bar has created a range of treatment oils that moisturise and care for your body and face naturally, like no other. Damascus Rose Tone Water is free of preservatives and additives, and relies simply on plants' natural goodness and the finest cold-pressed oils. Each special blend contains aromatic ingredients to uplift your spirits. Made and bottled in the Middle East, the first of its kind!



10% of all revenue from other products on Dia Diwan throughout October will also be going to raising funds. Dia Diwan will be highlighting content about breast cancer, featuring inspirational stories about individuals and organizations that are a part of the Partnership's network and helping to lead the fight against this disease in the Middle East and beyond.

"A woman is an icon of beauty, strength, power, seduction and grace rolled into one."



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NOTES TO EDITORS*:

- All items are available via www.diadiwan.com with free shipping.
- About 70 percent of breast cancer cases in the Middle East have advanced to stage III or IV (locally advanced or spread to other areas of the body) by the time women see a doctor.
- With more than 410,000 deaths each year, breast cancer accounts for about 14% of all female cancer deaths.

Dia Diwan (diadiwan.com) is the insider's guide to what's hip and happening in the Middle East. Created in 2008, the site focuses on the region's largely unknown creative potential, reporting on the latest fashion, culture and lifestyle trends. The site's added bonus is its "Global Souk" an online retail shop, selling an edited selection of products with a Middle Eastern twist.

The U.S.-Middle East Partnership for Breast Cancer Awareness and Research was created in direct response to calls from women in the Middle East who are leading the fight against breast cancer. Through the Partnership, launched in June, 2006, participants have increased clinical research collaboration efforts, public awareness about the importance of early detection, implementation of outreach strategies, and distribution of treatment information. Key U.S.-based partners include Susan G. Komen for the Cure®, The University of Texas M. D. Anderson Cancer Center and the Oncology Nursing Society. For more information visit www.bcpartnership.org.

* Statistics in the Middle East are hard to come by, these facts are a general idea rather than scientific evidence