

HEARD & SCENE



Joe Schilohom/Billy Farrell Agency (6)



From left to right: Jennifer Lopez, who was honored at Amfar's fourth annual New York Inspiration Gala; the men's fashion show with a military theme; Leigh Lezark.



Price of Celebrity Is High for Charity

BY MARSHALL HEYMAN



It seems like every time we dry clean our tuxedo there's another benefit for Amfar, the foundation that raises money for AIDS research.

Less than a month ago, there was one coinciding with the Cannes Film Festival, which drummed up a whopping \$25 million for the organization. So clearly Amfar is doing something right.

One of the things Amfar happens to do effectively is rely on a couple of big-name stars to show up and get its message out there.

A benefit in February to kick off New York Fashion Week honored Janet Jackson and featured the opportunity to bid on lunch with and a specialty handbag by Sarah Jessica Parker. Another one in April, in Rio, brought out Fergie and Kate Moss. And the Cannes party featured Nicole Kidman, Jessica Chastain and Leonardo DiCaprio, who auctioned off a seat next to him on Sir Richard Branson's Virgin Galactic space flight, which will hopefully depart by the end of the year from New Mexico. Tickets on the flight typically cost \$200,000. The one Mr. DiCaprio sold went for \$1.5 million.

The celebrity-item auction has apparently become the

sweet spot for Amfar's efforts.

At the same party in Cannes, a package that included two tickets to the premiere of Mr. DiCaprio's new movie, a Chopard watch and an opportunity to attend Oscar parties with the model Heidi Klum sold for \$2.3 million. On the lower end, but nothing to scoff at, Adrien Brody auctioned the watch off of his wrist for \$116,000.

Celebrity names are what gets you into the room at Amfar. That's how they convinced us to attend their party this week, which took place at the Plaza and was the fourth annual New York Inspiration Gala. This one honored Jennifer Lopez and featured a performance by Carly Rae Jepsen. Many of you may have already forgotten and moved onto greener pastures like Macklemore and Daft Punk, but Ms. Jepsen had the song of last summer, "Call Me Maybe."

The Inspiration Gala is set up like this: There's a fashion show, then someone gets honored, then there's a very long auction, then two more people get honored, then there's a musical performance and then you can finally, 24 hours later, go home.

The fashion show is slightly unusual in that it is for men's clothes, but that appeals to the party's gender makeup, which is for the most part gay men. This year's theme was military,



Uma Thurman

and, as in years past, it was outrageous that it was occasionally hard to keep a straight face as the dozens of male models walked by. There were shirtless guys, war paint, and at least one in a Gaultier corset with hair that rivaled Rasputin's.

"Who knew camouflage was

so sexy?" asked one of the stars in the room, Uma Thurman, in a bright pink dress, who like everyone else at Amfar parties held hard and fast to a teleprompter at hand. "It makes you want to join the military."

Ms. Thurman said the evening was meant to honor individuals like Valentino, Alan Cumming and Ms. Lopez "not for their artistic achievements but for their humanity and their ability to inspire us." Thus, Ms. Lopez, in a tight-fitting, sparkly blue gown, was recognized for her philanthropic efforts with mothers and children around the world. "She has had a colossal impact on our culture," said the fashion editor Andre Leon Talley when he introduced her.

Ms. Lopez gave a standard speech about the importance of giving back, and then it was time to see how much her celebrity was worth, or at least how much a few New Yorkers on the Amfar circuit would pay for it. She offered herself up as a companion to a red-carpet event, anywhere in the world—airfare courtesy of Delta—and sold two of them for \$90,000 each. Not quite Mr. DiCaprio on the moon, but \$180,000 is no small potatoes.

"I'm a good red-carpet date," assured Ms. Lopez. "You're safe with me."



Above, Dean Caten, Ireland Baldwin and Dan Caten. Below left, Carly Rae Jepsen, who performed at the gala; right, Shala Monroe.



Auction Focuses On Pets

BY ADRIENNE GAFFEY

A sense of nostalgia permeated Thursday evening's Fine Art Photography Benefit Auction for the Humane Society of New York. With the walls of Marianne Boesky Gallery brandishing some of the greatest photographs in recent history, the subjects of which included Jay-Z, Marilyn Monroe, cats, dogs and elephants, attendees found themselves reflective.

"I know so many people here because we all worked together in another life," said Ali MacGraw. "Before I was in films, I was a photographer's assistant and there are so many people here who I knew then and it's kind of wonderful." Ms. MacGraw mentioned that the picture "Green Angel Paris 1965," taken by her former boss Melvin Sokolsky, was up for bid. "It's just great fun when you get older to see people who you loved working with and loved as people and here we all are. Still here."

Jackie Rogers, a fashion designer and former muse to Coco Chanel, had her own



Ali Wentworth, Gabriela Palmieri and Ali MacGraw.

memories on display. Three of her photos were part of the sale, including one of Federico Fellini with Marcello Mastroianni and Sophia Loren taken on the set of "8½," in which Ms. Loren appeared.

Another subject on guests' minds were the four-legged friends that the auction would benefit. For Ms. MacGraw, who has devoted much of her life to animal advocacy, the Humane Society would always call to mind an old love. "Many years ago I got this extraordinary, funky sort of tortoiseshell cat from them who lived many, many years, had several children under my bed and disappeared because she was bored witless being a mother," she said. The runaway's name? "Well, that's the funny thing. I

thought she was a boy so I named her Garcia. Boy, did she surprise me."

While more than 100 photographs were up for silent auction, 13 prime lots went up for live bidding. Sotheby's Gabriela Palmieri commandeered the action with some energetic assistance from Ali Wentworth, bringing in impressive sums for works by Bert Stern, Mario Testino, Herb Ritts and others.

The final item on the block was a true showstopper: "Ballerina," Milton H. Greene's iconic 1954 image of Marilyn Monroe. Due to the photo's size, Monroe's visage loomed large in the room. One couldn't imagine a greater spokesperson for the cause than a famous pet lover like Monroe.

DONOR OF THE DAY | By Melanie Grayce West

Cancer, One Step at a Time

Emily Morrison is like a lot of other young women living in New York.

At 26, Ms. Morrison enjoys going out with friends for a few glasses of wine. She goes to yoga and spin classes. She likes crafts and college football. She's big on shopping and adores jewelry. She's looking for love.

"I don't look sick. I don't look blind. It's really hard, I think, for people to grasp that I have an inoperable brain tumor," says Ms. Morrison.

It was two years ago that Ms. Morrison began suffering from headaches and nausea and she, not surprisingly, assumed the headaches were a result of her long days working in finance. She works for Bernstein Global Wealth Management as a senior private client associate. She went to the hospital twice and had CT scans. She was sent home with medications.

Only at the urging of a co-worker did she see a migraine specialist and have an MRI. The MRI revealed a brain tumor right above her brain stem. Her diagnosis came on a Thursday night and she entered the hospital on Friday. She's had surgeries to relieve the pressure in her brain, chemotherapy, radiation and



Emily Morrison

gamma knife surgery to help ensure she doesn't lose vision in her left eye. She's blind in her right eye.

Through all this, Ms. Morrison remains buoyant: "Every day is important to me."

On Saturday, Ms. Morrison will spend her day much the way she has for the past two years by raising money and awareness for cancer causes. She'll be leading her "Team Sweet Emily" on Governors Island in the third annual Brain Tumor Walk, an event to benefit the Newtown, Mass.-based National Brain Tumor Society.

In three years, Ms. Morrison has raised some \$76,194 for the charity and, for this year's walk, she's raised \$20,685.

Using her iPad, she began fundraising from her hospital bed just weeks after her diagnosis. She focused on the walk a way to calm her restlessness and give her hope. She says she's gotten great strength from the idea that when you're feeling helpless, you help someone. Ms. Morrison also believes that a quick cancer pun can change the vibe in a room and lift spirits.

"Advocating for brain tumors. Advocating for young adults. It's a really positive way I can make my own mark and make a difference," says Ms. Morrison. "It's just the only thing I can do."

She has only once asked her oncologist about her prognosis and her doctor told her there's only one person that knows "and he pointed up."

To that, she said, "I can be on board with that." "I know it's not good to have an inoperable brain tumor, but I try not to live like it's hanging over me," says Ms. Morrison. "I try to be as normal as possible and at the end of the day, I want to be treated as normal as possible."

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