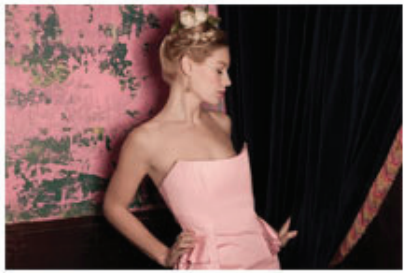
in the PRESS



BUYING FOR A CAUSE 2013



From perfect-sized leather brio clutches to poly blend sleeveless dresses, there are a variety of accessories to choose from. The best feature of all? Purchases at Hasana support **the Aparecio Foundation**, a non-profit organization promoting high school women's economic and mentorship opportunities.

One in four females will drop out of high school; the numbers are especially high for women of color. Low-income women are more likely to be unemployed or earn lower wages than their male counterparts. Because of this, these young women often depend on public support programs, like that of the Aparecio Foundation, to achieve the necessary skills for future success in academia.

When buying Hasana, Inc., 100% of each purchase benefits the Aparecio Foundation, thereby supplementing a sense of pride and altruism for every buy, as well as style.

For example, bracelets like the Crochetes Silver Cuff, an integrated silver wire beautifully weaved between dimpled bands, adds sophistication to any wardrobe. There is also the stylish Deer Antler Tie Bar for men. Made of maple wood and finished deer antler with a sterling silver clip, this prestige tie clasp is perfect for formal occasions. Pendent necklaces, wedding dresses, cufflinks, shoes, and gowns, all available on **Hasana, Inc.**, can be extravagant gifts for loved ones, especially in spring when weddings are in bloom.

For every dollar spent, the Aparecio Foundation is further funded for such a worthy cause. Help young, low-income women by visiting **Hasana, Inc.** and buy fashionable accessories to help those in need of a higher education.

TUESDAY: EAT, DRINK, DO SEP 2013

redeye

DO

(Free!) Open House

Alliance Francaise *54 W. Chicago Ave. 312-337-1070*

Say "oui" to Parisian life with a tour of the organization's facilities and complimentary French class. Then, try out your new conversational skills during a hosted wine and cheese reception in the courtyard. 6-7:30 p.m.

Luxury Charity Pop-Up Boutique

Hasana *2937 N. Clark St. 773-570-0796*

Browse clothing, jewelry, wearable art, sustainable fashion, leather goods and other items from more than a dozen designers—including 81 Poppies, Laudi Vidni handbags, Dirty Librarian Chains and others—at this pop-up boutique which features 1920s-style decor and a stores-within-a-store layout where all proceeds benefit the local Aparecio Foundation, which provides educational resources for young women. 11 a.m.-7 p.m. Through Oct. 1.

(Free!) Cinema Slapdown: "Silver Linings Playbook"

Film Row Cinema at Columbia College *1104 S. Wabash Ave., 8th floor 312-369-6708*

Dueling Critics podcast personalities Jonathan Abarbanel and Kelly Kleiman attend a screening of David O. Russell's 2012 dark rom-com and debate the merits—or lack thereof—as Talk Cinema host Ron Falzone referees the debate. Then, the floor opens up to the audience so you can add your own two cents. 7 p.m.

GUILT FREE SHOPPING EXPERIENCE

AUG 2013

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PHOTO: COURTESY OF HASANA, INC.

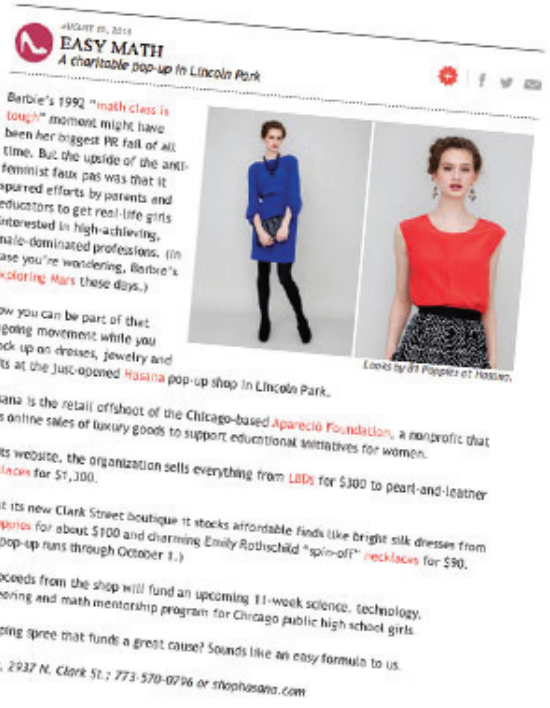
We LOVE shopping, but the one thing we really don't love? Feeling guilty about it afterward. That's why we're all aflutter over the new Hasana, Inc. pop-up shop in Lincoln Park. Originally founded as an e-commerce site that gives all of its proceeds to charity, Hasana, Inc. has temporarily moved into 2937 North Clark Street to offer Chicagoans a look at "guiltless luxury."

Step into the store from now until October 1 and you'll find yourself in a roaring '20s-themed boutique featuring women and men's fashions, jewelry, accessories, gifts, and home goods. Many of the designers are local or focus on using natural and sustainable materials, and 100% of the net proceeds will go to The Aparecio Foundation, a nonprofit that provides educational resources and mentoring for young women. All purchases made online also go to the foundation, but the pop-up shop itself empowers girls with internships, employment, and workforce development experience. How's that for a shopping trip you won't feel bad about!

Hasana, Inc. Pop-Up Shop; Now to October 1; 2937 North Clark Street (at West Oakdale Avenue).

EASY MATH: A charitable pop-up in Lincoln Park AUG 2013

PureWow.



EASY MATH
A charitable pop-up in Lincoln Park

Barbie's 1992 "math class is tough" moment might have been her biggest PR fail of all time. But the upside of the anti-feminist faux pas was that it spurred efforts by parents and educators to get real-life girls interested in high-achieving, male-dominated professions. (In case you're wondering, Barbie's exploring Mars these days.)

Now you can be part of that ongoing movement while you stock up on dresses, jewelry and gifts at the just-opened Hasana pop-up shop in Lincoln Park.

Looks by BT Poppies at Hasana.

Hasana is the retail offshoot of the Chicago-based Aparecio Foundation, a nonprofit that uses online sales of luxury goods to support educational initiatives for women.

On its website, the organization sells everything from LBDs for $300 to pearl-and-leather necklaces for $1,300.

But at its new Clark Street boutique it stocks affordable finds (like bright silk dresses from BT Poppies for about $100 and charming Emily Rothschild "spin-off" necklaces for $90. (The pop-up runs through October 1.)

All proceeds from the shop will fund an upcoming 11-week science, technology, engineering and math mentorship program for Chicago public high school girls.

A shopping spree that funds a great cause? Sounds like an easy formula to us.

Hasana, 2937 N. Clark St.; 773-570-0796 or shophasana.com



Images via Design With Chen

Look out for **Hasana**, a new Clark Street pop-up shop which will not only sell designer styles but also work to provide opportunities for high school girls. The high-end mix of merchandise at the store, which is set to open in two weeks, will include jewelry from cool indie labels like Pamela Love as well as dresses by local designer Horacio Nieto and bags by Laudi Vidri.

The profits raised by Hasana will fund a program focused on science, technology, engineering and math that's **designed for young women**, DNAinfo reports. Specifically, the profits will allow 20 low-income girls who show great potential to attend an 11-week educational program.

The store is expected to open within the next two weeks and will stay open till October 1. Prices run between $40 to $390.

- Hasana: Pop-Up Designer Store to Raise Money for Girls' H.S. STEM Program [DI]
- Shop Hasana [Official Site]

CLARK STREET POP UP HASANA TO OFFER CHIC GOODS FOR CHARITY

JULY 2013

RACKED

POP-UP DESIGNER STORE TO RAISE MONEY FOR GIIRLS' H.S. STEM PROGRAM

JULY 2013

DNAinfo Chicago

LAKEVIEW — A new designer pop-up boutique planned for Clark Street has a STEM twist.

All the profits of Hanana, 2037 N. Clark St., will be used to help fund a pilot science, technology, engineering and math program for high school girls as part of the nonprofit The Aparecio Foundation, said Jessica George, the foundation's founder and executive director.



Jessica George started the Aparecio Foundation to boost the education of young women.

Courtesy of Jessica George

Hanana is run by the foundation.

So buy a dress by Ali Pagnia or a ring from Sticks and Stones, and the difference between wholesale and retail value will help go low-income, "high-potential" CPS girls investigate current issues in STEM fields for 11 weeks.

George, who used to work with rich clients as a bank, says that many wealthy people were donating to arts organizations. That's an important focus, but she saw a need for a charity that focused on public education, too, she said.

The Aparecio Foundation was born in 2009 with the goal of matching CPS high school girls with career and education mentors from high school through college.

"It's all funded by people who want to help," she said.

The storefront, which will have a nature theme, should be open in the next two weeks, George said. It will be open until Oct. 1.

Hanana will sell men's and women's clothing, accessories, gifts and home goods, with prices ranging from $40 to $250, depending on the designer. Soon, people will be able to make purchases on the website, too.

The program needs money to pay for renting computer labs, supplies for science projects and — if enough money is raised — a field trip for the students. Leftover money raised will stay in the Aparecio Foundation.

Mentors are not paid. The group may add tutors one day.

"It's about long-term academic support," George said.