

Signature Marketing News

Signature Eyewear's Carmen Marc Valvo Brand



Carmen partners with *The Today Show's* Ann Curry for The Red Dress Fashion Show

The Heart Truth campaign, with its annual Red Dress Fashion Show, was launched in 2001 out of a dire need to inform women of the prevalence of heart disease and the associated risk factors, such as high blood pressure and high cholesterol. At that time, nearly half of women polled did

not know that heart disease is the number one killer of women in America. Several health organizations joined forces with celebrities, such as Vanessa Williams and Katie Couric, and designers, like Carmen, to turn the spotlight on this issue. The red dress is a vibrant, external reminder

to care for the internal you. Understand what preventive measures can be taken, get screened, and work with Carmen and a growing number of others to fight heart disease.