

The Junior League of San Francisco Celebrates 20 Years of Fashion and Philanthropy with Macy's

In the spirit of celebrating our 20 year anniversary of Fashion and Philanthropy with Macy's, we interviewed Carolyn Hansen who was Fashion Show Chair in 1988 and who began our longstanding relationship with Macy's. We asked her why she decided to work with Macy's.

“At first I was nervous about changing our partnership from Saks to Macy's, but Macy's approached the JLSF and really wanted to work with our organization on this event. The Fashion Show had been growing in popularity and Macy's saw an opportunity to partner with us and our event as a whole. They not only wanted to produce an amazing show with fabulous clothing, but also wanted us to be successful in our fundraising. The wonderful thing about Macy's is that they really care about the JLSF.”

We then asked her what fun memories and/or milestones happened that year.

“This was the first year we added a second lunch show (which we sold out) because we had been turning away guests for the past few years. This was also the first year we had a celebrity model, Roger Craig from the 49'ers, who Macy's arranged for us, as well as the first year we included children models in the 8yr – 11yr age range. Larry Hashbarger, Bill Bigler, Dehlia Ehrlich and Bette McKenzie at Macy's were so wonderful to work with. I developed long lasting friendships with them that still survive to today. We are very lucky to have Macy's as our partner for all these years. They've been a wonderful asset to the League and have helped us raise millions of dollars for the community.”