

## FOR IMMEDIATE RELEASE

### Shoes for a Cure Returns to Miami Design District for an Exclusive Luxury Shopping Weekend Benefitting Sylvester Comprehensive Cancer Center

**MIAMI, FL – [Date of Release]** – [Shoes for a Cure](#), US fashion and footwear industry's preeminent fundraiser for breast cancer research and treatment, returns to the **Miami Design District** for the second year. This 31st annual shopping event that began in Central Park in 1994 is growing nationally. From **Oct 16-19**, more than 20 international luxury brands including Tom Ford, Valentino and Ferragamo will host exclusive retail activations for top clients and donors to drive support for women's health. A percentage of the sales from all purchases will directly benefit **The Braman Family Breast Cancer Institute at [Sylvester Comprehensive Cancer Center](#)**, part of the – the University of Miami Health System.

This year's Shoes for a Cure Miami promises an unparalleled experience for both philanthropists and fashion enthusiasts. "Shoes For a Cure is on a mission to extend its reach beyond New York City with the Miami chapter, building on the success over the last three decades", said **Sandi Mines, President of Fashion & Footwear Charitable Foundation**. "The fashion and footwear industry is run mostly by women, and we have all been impacted by this disease or know someone who has. It's important for us to continue our work around this cause while bringing everyone together through our common love for beautiful shoes. We are so thrilled by the support of our donors, partners and countless volunteers this year", she added.

**Dr. Stephen Nimer**, director of Sylvester and one of the beneficiaries of the grant said, "Sylvester Comprehensive Cancer Center is honored to partner with The Fashion Footwear Charitable Foundation again this year for Shoes for a Cure. This exclusive shopping experience with some of the most desirable fashion brands in the world at Miami Design District raises much-needed funds for cancer research and support programs. We look forward to an incredible evening of fun, fashion, and friendship at Mother Wolf to celebrate this incredible support."

The Miami Design District, a cultural and philanthropic leader at the heart of Miami, is proud to continue its partnership with Shoes for a Cure for a second year, demonstrating an ongoing commitment to driving impact and supporting the local community. "Women's health and cancer research are vital causes that deserve our collective attention and action", said **Craig Robins, President and CEO of Dacra**. "Partnering with Shoes for a Cure allows us to leverage the power of fashion and philanthropy to drive real change in the community. Miami Design District is proud to stand with Sylvester, FFCF, and the many visionary brands who are using their platforms to make a difference."

The weekend will kick off with an exclusive dinner, at the acclaimed [Mother Wolf Miami](#) restaurant by **Chef Evan Funke** and **Ten Five Hospitality**. This intimate setting will provide an ideal backdrop for fashion and philanthropy as guests will have the opportunity to bid on an extraordinary silent auction collection of rare, priceless, and once-in-a-lifetime experiences hosted by world renowned fashion houses, VIP access to major art & sporting events and ultra-luxury getaways at 5-star resorts. The bidding for these exclusive auction items will open to the public on **October 1**.

This year's fundraiser co-chair committee includes an extraordinary group of individuals known for their impeccable style and profound philanthropic commitment: **Nabil Aliffi, Eva Hughes, Kinga Lampert, Marile Lopez, Jayne Sylvester Malfitano, Craig Robins** and **Carrie Rubin**. Their dedication and influence will undoubtedly elevate this year's event, deepening the relationship between the industry and its impact on cancer research and patient care.

Back in New York City, the Miami shopping weekend will be followed by a private cocktail event at **Le Chalet at L'Avenue at Saks** for brand partners and institutional donors in the lead up to the much-anticipated mega shoe sale in Chelsea Market.

Further details on participating brands and the shopping activations will be announced in the coming weeks on [Shoes for a Cure](#).

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## **About The Fashion Footwear Charitable Foundation (FFCF) and Shoes for a Cure:**

[The Fashion Footwear Charitable Foundation \(FFCF\)](#) is a dedicated non-profit organization with a powerful 30-year legacy, having raised over \$65 million for crucial breast cancer research and treatment. [Shoes for a Cure](#) stands as FFCF's signature annual philanthropic initiative. It's a unique platform that unites leading brands, retailers, and community figures to orchestrate exclusive events. These events seamlessly blend elevated shopping experiences and unique activations with the profound impact of charitable giving, all in support of the fight against breast cancer.

## **About Sylvester Comprehensive Cancer Center and the University of Miami:**

[Sylvester Comprehensive Cancer Center](#), part of the University of Miami Health System and the University of Miami Miller School of Medicine, is the only National Cancer Institute (NCI) designated cancer center in South Florida. We are known as South Florida's leader in patient-focused cancer research and care and we are the only cancer center to offer phase 1 clinical trials in the region. The *U.S. News and World Report* has recognized Sylvester as a high performing cancer center, excelling in leukemia, lymphoma and myeloma conditions, as well as surgery for colon, gynecological, lung and prostate cancers. With a network of 10 facilities in South Florida and one office in Southwest Florida, Sylvester operates 16 site disease groups including transplant and cellular therapy, as well as skin, thoracic, myeloma, lymphoma, gynecological, genitourinary, gastrointestinal, neuro-oncology, sarcoma, pediatric, endocrine, leukemia, hematologic, breast and head and neck cancers.

## **About Miami Design District:**

The Miami Design District is a one-of-a-kind neighborhood that combines luxury shopping, galleries, museums, design stores, restaurants, and major art and design installations all within an architecturally significant context. The Miami Design District is owned and operated by Miami Design District Associates, a partnership between Dacra, founded and owned by visionary entrepreneur Craig Robins, and L Catterton Real Estate, a global real estate development and investment fund, specializing in creating luxury shopping destinations. As Miami becomes increasingly known for its own rich culture, the growth of the Miami Design District further reflects how the city is deserving of its place on the global stage.

For more information, visit [miamidesigndistrict.com](http://miamidesigndistrict.com) / Facebook: [MiamiDesignDistrict](#) / Instagram: [@miamidesigndistrict](#)

## **About Event Production Partner: LuxeRRC**

LuxeRRC is a boutique consulting agency, founded by Martica Mirabal, specializing in curating high-impact experiences that connect prestigious luxury brands with meaningful causes and strategic partners, creating synergistic collaborations that drive visibility and customer engagement. LuxeRRC also offers targeted recruiting services, building top-performing teams and delivering a 360-degree approach to driving measurable business impact for their clients.

For *Shoes for a Cure Miami*, LuxeRRC serves as the strategic production partner, engaging leading fashion and design houses in the Miami Design District alongside influential voices in the community to deliver an unforgettable multi-day event benefiting breast cancer research.