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MERCEDES-BENZ FASHION WEEK AT SMASHBOX STUDIOS
GRAPHICS UNVEILED

Cartoonist Marisa Acocella Marchetto Creates "Fashion Imitates Fashion"
for the Spring 2005 Season

(October 22, 2004, New York, NY) – The graphics for Mercedes-Benz Fashion Week at Smashbox Studios, October 25-29, 2004 were unveiled today. Working with their branding and advertising agency ink&co, 7th on Sixth tapped Marisa Acocella Marchetto, the cartoonist best known for her work in The New Yorker, to create an illustration for their Spring 2005 graphics. Acocella Marchetto's "Fashion Imitates Fashion" will be featured on all event signage and materials throughout the week.

"Marisa is right on target with the look of what's happening in the advertising and illustration worlds today," noted Fern Mallis, Executive Director of 7th on Sixth. "Cartoon imagery is everywhere and communicates to all, and Marisa is both a fashion insider and observer. We're delighted to showcase her talent at Mercedes-Benz Fashion Week at Smashbox Studios."

"I believe the height of creativity, confidence and humor is being able to laugh at one self, and by working with Marisa we have been able to do exactly that." Sam Sohaili, Creative Director, ink&co

Marisa Acocella Marchetto's fashion obsession wasn't just in the blood, it was in the placenta. in november of 1960, a very pregnant jackie kennedy, who was about to become first lady called a very pregnant shoe designer, violet acocella to design her shoes. that makes marisa--hey, don't do the math! anyway, later, as a young girl marisa imitated her mother and started drawing fashion figures with violet's designs on her feet. even today, when anyone asks marisa "what comes first, the caption or the art?" marisa's reply is always the same: "neither baby. it's the shoes."

Acocella Marchetto started her career in advertising. After an initial stint with J. Walter Thompson, Marisa left JWT with a talented copywriter named Richard Kirshenbaum to start his advertising agency: Kirshenbaum Partners. At K&B, Marisa became the youngest creative director in New York, and as one of K&B's founders helped the agency grow from \$5 million to \$100 million in three years. After K&B Marisa worked by day as a Senior Vice President at Young and Rubicam, but at night she was burning her scented candles at both ends. With advertising supporting her, Marisa started cartooning.

Marisa created 'SHE', the only strip to run monthly in a women's magazine, which ran for two years; SHE later appeared in the graphic novel "Just who the hell is SHE, anyway" (Harmony Books, 1994) which led to a live animated pilot for HBO/Dreamworks. In 1999, Marisa became a cartoonist for The New Yorker. She also produces work regularly for the New York Times Style section, Advertising Age, Glamour, style.com, Bergdorf Goodman catalogues, and for Ann Tenna, an animated series she has created. In her spare time, she is working on her biggest challenge yet: getting some sleep.
