

Fashionable Philanthropy by Coplon's

By Katie Toussaint.
Photo: Fall '13 by Brunello Cucinelli.

COPLON'S came into being in the Queen City four decades ago when Bruce Greenberg opened its doors. Greenberg, a second-generation merchant and graduate of The Wharton School of Business, spread his vision farther across the South to two more locations in Greenville, S.C., and Columbia, S.C. He's backed by savvy fashion consultants in each store—including Jordan McGee, General Manager of Coplon's in Charlotte. McGee said: "In the past few years [Coplon's] has taken a more proactive approach to growth, and the quality of Mr. Greenberg's buy is still top-notch."

BRANDS FOR INCOMING FALL FASHION Nora Kamali. Charlotte Olympia. Mulberry. Anya Hindmarch. When it comes to Kamali, "the new Coplon's" will be one in five shops in the world to carry that line. But fear not! "Exclusivity doesn't necessarily mean that there's a comma in the price," McGee said. **PUTTING COMMAS IN PHILANTHROPIC OUTPUT** Outside of its in-store features, Coplon's in Charlotte keeps busy with community outreach. Among its charitable choices this year, Coplon's has been involved with Elegance for Education for the Rucker Scholarship Fund in April, a fashion show that raised \$15,000; Dancing with the Stars of Charlotte Gala held by NC Dance Theatre to benefit area nonprofits raised \$350,000; and The Queen of Hearts High Tea raised about \$8,000 to benefit Levine Cancer Institute in February. **LET'S TALK ABOUT THE TEA** In its early stages, this was a card-playing party. But heightened interest and Coplon's contributions pushed the occasion into a full-on fashion show. This year, amidst the testimonials about breast-cancer treatment and survivorship, models flaunted 25 spring looks assembled by Coplon's.

"Every year you're given the opportunity for growth and for change," McGee said. That transition relies on current trends, the style of the show coordinator—McGee is all about being hands-on—and how those elements change from one year to the next. "There's always a fresh take," he said. **AS FAR AS FRESH GOES** "Bruce Greenberg is 150 percent dedicated to always staying on the cusp of what's hot and what's new and what nobody knows about," McGee said. Lately, Greenberg is looking at new shoe lines in New York. "There's so much more to clothing than what you put on your back," McGee said, "and we are attuned to not only the needs of our clients but the construction of different materials and how that plays into people's lives, when you can make someone feel a certain way by having them in a certain dress or by getting them in a pair of Minolos." **WHO IS "SOMEONE?"** "We view our clientele as a very fashion-forward yet realistic group of women," McGee said. "And it ranges from the soccer mom who needs jeans and a new Joie top to someone who's going to nonprofit events and needs an Oscar de la Renta gown."

ATTENDING CHARITY EVENTS Coplon's fashion made one of its most recent appearances at Presbyterian Cancer Center's Cure by Design in March, where it joined Brooks Brothers, Tommy Bahama and Peace of Cloth on the catwalk. The unique aspect? The models were cancer survivors. McGee said: "It is empowering to show that there are these strong, beautiful survivors that are capable and confident and not only just putting something on and looking fabulous, but showing people, 'Here I am, I beat this, I look incredible, and I'm having fun.' And that to me is a completely different type of beauty that comes from our events aside from the aesthetic beauty of the clothing." **FINAL THOUGHT** "You have the potential to create great confidence in women through their fashion," McGee said. "And with confidence almost always comes success." ■



Humane Society of Charlotte

Community Drive

Giving Tree Realty celebrated the close of its 60-day **Community Drive** benefiting the **Humane Society of Charlotte (HSC)** on July 27. Though the drive continued until July 31, the group spent the Saturday gifting donors who stopped by with free ice cream from the Sticks and Cones truck.

To create a collection point, Giving Tree built a storage shed in their parking lot. The drive began on June 1 and—by the end of the second month—Bruce Bleiman, Broker in Charge at Giving Tree, said the shed was piled from floor to ceiling with donated food, collars, cleaning supplies, toys and crates. "We want to give people a window of opportunity," said Bleiman.

A percentage of every sales commission collected by Giving Tree's broker associates is given to charity, and this campaign began when one of the group's brokers chose the HSC as a recipient. Bleiman said: "Giving Tree is built on a concept of giving back and we want to create an image, and we also want to be known as a real estate company that is the thread that ties the community together."

That Saturday, Giving Tree had the community come together to drop off more than \$1,200 in HSC wish-list items. "They have a very unique following," Bleiman said of the HSC. "People that are animal lovers are really passionate." ■



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Humane Society of Charlotte · humanesocietyofcharlotte.org · 704.377.0534

Written by Katie Toussaint. Photos by Dianna Augustine.
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