

# The Reality of FASHION The Reality of AIDS Charity Event Provides Unique Gift Bag for Attendees

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Beautiful Planning Marketing & PR (<http://www.bpm-pr.com>), also known as BPMPR, recently celebrated the success of their first-of-its-kind event, The Reality of FASHION The Reality of AIDS(<http://realityontherunway.com/>). This was a philanthropic event where various reality TV stars joined forces to walk the runway in order to raise money for the RIFRA 2013 AIDS charity of choice, Broadway Cares. The event took place on the evening of Saturday, February 9<sup>th</sup>, 2013 during the New York City Fall/Winter 2013 Fashion Week. Though most of the focus was driven to the load of reality stars walking the runway for a profound purpose, one of the greatest perks the attendees received, besides watching their favorite stars strut, were the gift bags which featured an array of products that ranged from health and wellness items to beauty cosmetics.

"The event was such a major success," states CEO and founder of BPMPR, Monique Tatum. "We worked with some amazing people, and we were so happy to bring some light to such an important cause. Despite the snow storm a couple days before the event, we worked with some amazing companies that managed to deliver their items to us just in time. They were a part of this event as well."

Each gift bag varied in the unique slew of items it contained. Sponsors for the gift bags included:

- Shobha provided a free complimentary hair removal service at any of their three salons where they provide sanitary hair removal treatments including threading, sugaring & waxing, with a heightened awareness for both client sensitivity & consistent service quality.