

Fashion 28/04/2010

Custo Barcelona and Sandra Ibarra, United Against Cancer

Marga Villanova - 28/04/2010

Catalan designer Custo Dalmau and ex-model Sandra Ibarra have joined forces to design the first charity handkerchief, with which the fashion firm Custo Barcelona thereby commences collaboration with the Sandra Ibarra Foundation in the fight against cancer.



The handkerchief, which Custo Barcelona designed exclusively for the Sandra Ibarra de Solidaridad Foundation, was presented on April 19, 2010 in the Custo Barcelona store on Claudio Coello Street in Madrid. The handkerchief's design is alive with colour and energy, a means of expressing a positive attitude in the face of this illness and the hope of defeating it. It represents much more than a simple accessory. It is an "Homage to life", whereby both individuals have invested life and professional experiences to create the fashion industry's first life-giving handkerchief.

Sandra Ibarra, who has twice suffered from cancer, created the Sandra Ibarra Foundation to better help patients lacking resources and a chance.

To this end, the proceeds collected through handkerchief sales will be donated to help kick-start the "La Casa de la Fundación" [The Foundation House] project. The building will be located in Los Ángeles de San Rafael, 70 km from Madrid, in a plot of land that was donated by the Foundation especially. It will be a multi-disciplinary site in which Foundation activities will be conducted, and whose objective is to create a residence where ill children and their family members can stay and receive treatment in the hospital.

The charity handkerchief has been available since April 23, 2010 in all Spanish Custo Barcelona locations. It costs €19, €12 of which will be donated to "La Casa de la Fundación" project.