

## **Videofashion's *Designer Marathon* Pays Tribute to Yves Saint Laurent on NYCTV**

**New York, NY—September 12, 2008—Videofashion Network and NYCTV** announced today that a one-hour long tribute to the late, great fashion designer and legend, Yves Saint Laurent, will enjoy its world premiere on NYCTV on Thursday, September 18, 2008 at 8:00 p.m. EST. NYCTV can be seen on broadcast Channel 25 on Time Warner Cable and Verizon FiOS, and Channel 22 on Cablevision.

“Videofashion taped its first Yves Saint Laurent collection in 1979,” says Marlene Cardin, Executive Producer of Videofashion. “We were the only television news camera crew there. No one else was taping fashion then, but we were privileged enough to witness [Yves Saint Laurent’s] genius early on and we followed his career on videotape, season after season, until his retirement in 2002.”

In June 2008, Yves Saint Laurent tragically lost his long battle with brain cancer and the world mourned the loss of one of its greatest couturiers. Saint Laurent, undoubtedly one of the most influential designers of our time, intuitively understood what women desired. He was the man who put women in pantsuits, sheer blouses, ethnic looks, and of course, the tuxedo, also known as “Le Smoking” — all fashion images that we now take for granted. For over four decades, Yves Saint Laurent captivated the world. His creativity, elegance, and passion will be missed.

“Fashion is synonymous with New York City, and NYCTV is synonymous with fashion,” said NYC Media Group President and NYCTV General Manager Arick Wierson. “We found a great partner in Videofashion and are thrilled to premiere this important homage to one of the greats of fashion, the late Yves Saint Laurent.”

The Yves Saint Laurent Tribute is the first program from the *Designer Marathon* series to premiere on NYCTV. The series features the world’s most renowned fashion designers and design houses, from their humble beginnings to their multi-million dollar empires.

Tune in to NYCTV every Thursday evening from 9:30 p.m. to midnight EST to get your fashion fix with more *Designer Marathon*, *Videofashion News*, *Model TV*, *World Fashion Tour*, *Videofashion Men*, and other Videofashion programs.

**About Videofashion:** The New York-based **Videofashion Network** is the world’s largest producer and distributor of fashion, beauty, and lifestyle programming with a program output of 150 new hours each year. Every year, it covers in excess of 400 women’s and men’s designer collections in all of the fashion capitals of the world, shooting over 500 hours of fresh footage entirely in HD since 2005. Videofashion produces 13 ongoing program series: seasonal, long shelf-life, and retro documentary. The 31 year-old Videofashion Library is the largest fashion archive in the world, boasting more than 24,000 miles of runway; 17,000 hours of original footage; 12,000 edited segments; and 1,600 complete programs; making it the world’s largest fashion, beauty, and lifestyle video resource. Videofashion Network programs are seen by more viewers, in more countries, and in more languages than any other fashion programming in the world.

**About NYCTV:** NYCTV is the Emmy Awarding-winning broadcast station that features an energetic mix of lifestyle and entertainment programming about New York City. From food to fashion, music to movies, NYCTV is the station that is ‘Everything New York.’ Launched in 2003, NYCTV is the flagship media asset of NYC Media Group—the largest local media group in the New York City market, including one broadcast television channel, five cable television channels and three DTV channels known collectively as NYCTV. The network also includes one broadcast radio station, Radio New York 91.5 FM, as well as production and syndication arms that produce and distribute content about New York City all over the world across multiple platforms. To learn more about NYCTV and NYC Media Group, please visit [www.nyc.gov/tv](http://www.nyc.gov/tv).

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