

# Hearts of Gold launches new thrift shop



Deborah Koenigsberger & Rhonda Ross

organization's numerous programs that benefit hundreds of homeless and formerly homeless moms and kids.

This year's Cinco de Mayo commemoration fell on Wednesday, May 5, 2010, and HoG used the celebratory day to launch its newest endeavor - The Thrifty HoG - an incredible thrift and consignment shop selling vintage and modern treasures including clothing, fashion, home accessories, furniture and much more with proceeds benefiting HoG's numerous programs.

The new upscale resale & consignment shop - where discerning shoppers can go to get their "shop on" and raise much needed funds for the poor & powerless - is located in trendy NOMAD (North of Madison Square Park) at 11 West 25 Street (between Broadway & Sixth Avenue).

What's so extraordinary about this shop is that proceeds from retail sales will not only benefit the homeless mothers and children supported by HoG, but the shop will also provide job-training for these struggling women.

Koenigsberger greeted her guests exuding the charm and gusto she's known for in a pretty gray & white short cocktail dress with sequins straight off the rack from her popular Noir et Blanc boutique located in the tony Flatiron District area of Chelsea where the rich and famous come to shop and keep abreast of what's happening at HoG.

Koenigsberger later admitted that her sparkle was not only from her dress but also because her son, Florian Koenigsberger, had just received an acceptance letter from Yale.

After kick-off remarks from TV personality, author and HoG advisory member Emme, guests enjoyed tasty treats that included the evening's specialty cocktail named the "Spirit of Independence" Margarita made with Tequila Don Modesto from Modesto Spirits, the evening's corporate sponsor. Modesto also donated five limited-edition bottles of the tequila, created for HoG and valued at \$200 each, three of which were auctioned at the event for \$250 each.

Themed "Great Performances to Raise the Roof - An Evening of Jazz..." - the program featured mellow listening music. Adding their special rattle-dazzle to the program with snazzy jazz rhythms was Rodney Kendrick and his jazz band featuring his gorgeous wife and singer, Rhonda Ross.

Ross, who is on HoG's advisory board, ended her set with a song she wrote and dedicated to Deborah and HoG titled "From Now On." And, just like a chip off of her famous mother's shoulder (Diana Ross), Ross received a standing ovation from a teary-eyed audience who felt that the song should be HoG's new theme song.

Ross' stellar performance was followed by the smooth and sexy sound of rising young jazz pianist, Shonari Edwards; and Brooklyn-based singer/songwriter Maya Azucena who brought the house down with her sultry performance of the Stevie Wonder classic, "All is Fair in Love."

The Thirifty HoG is now accepting donations of clean, very gently used spring and summer clothing as well as household and home decor items. To learn more about Hearts of Gold and The Thrifty HoG visit <http://www.heartsogold.org>.

(Photos by Florian Koenigsberger / Courtesy Hearts of Gold)



Deborah Koenigsberger, Liz and Jim Jesse, Mistress of ceremonies Emme

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The vivacious Masters

School Jazz Band, featuring vibrant vocalist Grace Gibson, the beautiful and talented daughter of actress Lynn Whitfield, closed the show with their spirited set. At the close of the show Koenigsberger thanked the sponsors, performers and guests and then gave special thanks to Lisa Hoggs, Leslie Spira Lopez and Robert Montgomery for a successful launch event.

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(Photos by Florian Koenigsberger / Courtesy Hearts of Gold)



Bea Seravello, Maya Azucena, Ron Urbach



Designers b michael and Project Runway's finalist Emilio Sosa



Rose D'Rivera, Grammy Award winner Paquito D'Rivera, Deborah Koenigsberger, Rodney Kendrick, Rhonda Ross



Deborah Koenigsberger, Claude Castro



Modesto Tequila's Donald Perez, Carmelo Ayala, Robert Montgomery



The Masters School Band



The Masters School Band lead vocalist Grace Gibson