

Introducing the New CAU Signature Scarf

by *Bernie of New York*



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An Elegant Look For Each Generation

From left to right:
Christine Paradise Callier, CC '50
Dr. Annease Chaney Jones, AU '71
Taleesha Gay, Miss CAU 2004-2005

Now you can show your CAU spirit in a most elegant way. This new, beautifully produced scarf by international African-American designer *Bernie of New York* is made from 100 percent iridescent silk, in a classic pattern of the university's colors, red, black and gray. The CAU seal and the panther mascot are discreetly embedded in the design.

The limited-edition scarf comes in two sizes. Go casual with the neckerchief (22" square) or more formal and drape your shoulder with a larger scarf (58" x 22"). Buy both sizes for the most versatile looks. A portion of your purchase is tax-deductible and will support the university's general scholarship fund. So, show your school pride, be fashionably in style with this exquisite work of art, and give back to your alma mater, all at the same time. But hurry and place your order. This limited edition won't last long!



Bernie of New York

Bernie Rohe, New York scarf and jewelry designer, began her life in fashion in 1975 as the top model and muse for Italian designer Roberto Cavalli and Liz Claiborne. She credits her sense of style to her years of working and traveling to Europe with Cavalli, who was one of the first designers to pioneer the technique of printed and embossed leather and suede.

In 1990, while still modeling for Cavalli and Claiborne, Rohe purchased some fine cut silk fabric, made her first scarves and the whole collection was quickly sold out to her friends. In September 1991, she opted for a change of pace and environment, went to Europe and returned with a collection of chain belts and exquisite fabrics. With the designs for her scarves in mind, she opened her own showroom, *Bernie of New York*, on Seventh Avenue.

Today, her designs are carried in upscale department stores, fine shops and boutiques across the country. The daily operations of the company are a joint venture between Rohe and her husband, Uli Rohe.

As chief designer and president of *Bernie of New York*, Rohe's offerings include scarves and wraps of cashmere and furs, silk chiffon and charmeuse, organza and velvet, and her specialty fabric, iridescent silk. All her creations are "Made in USA".

"When I source prints for my scarves and I create the coloring in a fabric, I always feel that a scarf should jump out at you; it has to tell a story; it has to say hello, or it doesn't belong on my line," says Rohe.



Yes, I would like to purchase a CAU Signature Scarf
by Bernie of New York.

Name _____ Male _____ Female _____

Alum? Yes ___ No ___ CAU Class of _____ AU Class of _____ CC Class of _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Please send me _____ Neckerchief Scarf (ves) @ \$35.00 ea. _____ Full Scarf (ves) @ \$80.00 ea.

Add \$5.95 for Shipping and Handling _____ Total: \$ _____

Enclosed is my check or money order payable to the CAU Signature Scarf Promotion.

I authorize you to charge \$ _____ to my credit card: MasterCard Visa AMEX Discover

Credit Card Number _____ Exp. Date _____

Card Holder's Signature _____

To order by phone call 1-800-718-1561 or 404-880-8260. Online visit www.cau.edu

Your CAU Signature Scarf by Bernie of New York will be mailed to you in approximately four to six weeks. The scarf can also be purchased at the CAU bookstore. All contributions over the estimated fair market value of the scarf and shipping and handling are tax-deductible to the extent allowed by law.