

SPECIAL NEW YORK ISSUE

# OCEAN DRIVE

June 2006

[www.oceandrive.com](http://www.oceandrive.com)

EVA LONGORIA



## FLASHY MODELS AND WORTHY CAUSES

*The Beach's A-List Pulls Together to Raise Money for Cystic Fibrosis*

If you're lucky enough to live in one of the better neighborhoods of greater Miami and its Beaches, you know only too well the lurking resentment of nonresidents. They regard us all as vain, flashy, hedonistic brats who care nothing for those less fortunate than ourselves. But this year's **Fashion Art Ball** in aid of the **Cystic Fibrosis Foundation** proved them wrong. Let the truth be proclaimed from penthouse rooftops everywhere: We are vain, flashy, hedonistic brats who actually give a damn now and again.

Held at **Casa Casuarina**, the former Versace residence—and what better venue to celebrate our vain, flashy, hedonistic altruism?—the event was an unqualified success, according to CFF executive director **Traci Shur**. Though it was CFF's eighth annual Fashion Art Ball, it was only the second organized by **Tommy Pooch** and **Alan Roth** of **TAI Entertainment**. "When they took over," says Shur, "the event was making \$20,000 annually. Last year's event raised \$70,000. This year we raised over \$130,000." All of which goes straight to CFF. Not bad for a bunch of egotistic, label-conscious, gym-addicted reprobates, huh? Anyway, let's follow the money and see how it's done.

Start with tickets at \$250, no guest list. Open bar courtesy of **Lee Brian Schragar** and **Southern Wine & Spirits**, with exceptional victuals provided by **Gigi's** executive chef, **Frank Gianetti**, as well as **The Forge**, **Touch** and **Social Miami** restaurants. Out in the courtyard, the dance floor rocked courtesy of **DJ Irie**. Then there was the cultural aspect, namely the silent auction of 19 paintings, photographs and artworks by leading Miami-based artists out of the **Fredric Snitzer Gallery**, including **Herman Bas**, **Bhakti Baxter**, **Naomi Fisher** and **Luis Gispert**. Also up for auction were artworks by Israeli-born artist **Royi Akavia**, a long-standing committee member of the Fashion Art Ball.

In the eye-candy department, the women's runway shows featured fashions from **Badgley Mischka**, **Theresa Thurchin's Raiza**, **Kelder David**, **Sweet Face** and swimwear legend **Rosa Chá**. **Michelle Pooch** led a legion of local lovelies down the catwalk and generally rocked the house. I told her it's hard to believe that only two months ago she gave birth to her first child. "Yes, I'm now officially an MILF and loving it," she replied. So what's her secret for getting back in shape so quickly? "Sex, lots of sex."

High rollers and wannabes alike paid the \$250 buy-in for a poker tournament hosted by 70-year-old legend **Doyle Brunson**, the two-time World Series of Poker champion known by card players the world over as, quite simply, **The Man**. First prize was an all-expenses-paid trip to the **Mirage** in Las Vegas to, uh, play poker. And the winner was...wait, **Tommy Pooch**? "Actually, I came in second," Pooch explained later. "But the lady who beat me asked if we could swap prizes, because she wanted the car instead. So I'm off to Vegas on Monday."

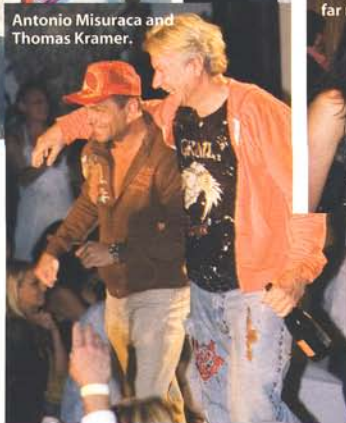
Presiding over the munificent mischief was **Deco Drive** presenter **Shireen Sandoval**, while casting a critical gaze over the proceedings was **Queer Eye** mainstay **Carson Kressley** accompanied by his date, **Elaine Lancaster**. They seemed particularly amused by the men's runway show, featuring fashions by **Hugo Boss** and **Ed Hardy** and modeled by local hunks **Mark Lehmkuhl**, **Shareef Malnik**, **Eric Milon**, **Michael Capponi** and **Tony Guerra**. Hiding behind sunglasses but instantly recognizable was **Alan Roth** in an **Ed Hardy** T-shirt with the legend "Filthy Rich." (Note to Alan: We know you were being ironic, but maybe it should have read, "Unshaven, Affluent.")



Shareef Malnik



J.R. Ridinger, Tommy Pooch, Loren Ridinger and Michelle Pooch.



Antonio Misuraca and Thomas Kramer.



Beau Beasley and Ursula Gesser, far right, with friends.



Michael Madd and friend.



Bobby Radical, Gary James and Anwar Zayden with friend.



Buster and friends.

**"This year we raised over \$130,000." Not bad for a bunch of egotistic, label-conscious, gym-addicted reprobates, huh?**

Meanwhile, Roth is already looking forward to next year's ball, which he hopes will raise \$300,000. "I'm talking to Loren and J.R. Ridinger about doing a Ghetto in the Garden event at their amazing home with all the art by graffiti artists and breakdancing crews battling each other all night."

Sounds nuts to us. Still, whatever the theme, Traci Shur is sure it will be a success. "Everyone loves Tommy, and if he asks for a favor, he's got it. And he and Alan gave their heart and soul to the project, called in all their relationships and got everyone motivated to make it an amazing night. It's now our signature fundraising event. And people are already calling me asking if they can get involved in the next one."

For information on next year's Fashion Art Ball, call Traci Shur at South Florida's Cystic Fibrosis Foundation at 954-739-5006. 