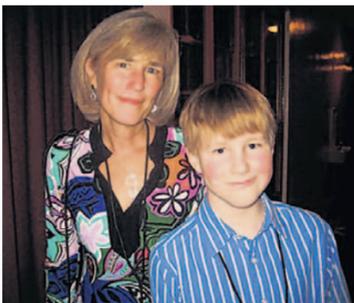


**PARTIES**

EXCLUSIVE TO PRINT EDITION



Alma O'Brien and son Paddy at UCSF Benioff hospital fundraiser.



Daniel Lurie (left), Michele Jackson and Steve Carey at Tipping Point event.



UCSF benefactor Marc Benioff (left) with rocker Neil Young.



George and Charlotte Shultz at the City Hall staircase dedicated to the protocol chief.

Photos by Catherine Bigelow / Special to The Chronicle

MISS BIGELOW *Social City*

# Music, poetry at UCSF benefit

Retired Gen. **Colin Powell** kicked off a high-wattage fundraiser Wednesday at the Masonic Auditorium, where **Neil Young** rocked a stellar set, opened by **Joanna Newsom**. Front row: **Tom Waits**, **MC Hammer** and **Stevie Wonder**. A **will.i.am** post-party, sponsored by **Ron Conway** and **Salesforce.com Foundation**, followed at Stanford Court Hotel.

The shindig was hosted by the \$100 million man and woman, **Salesforce.com** founder **Marc Benioff** and his wife, **UCSF** Board member **Lynne Benioff**, in support of the new **UCSF Benioff Children's Hospital** at Mission Bay.

But the biggest star was 12-year-old **Paddy O'Brien** of Mill Valley, who, thanks to **UCSF Children's Hospital's** expert care, battled his bone cancer into remission.

After reading a poem he wrote titled "Needles," tow-headed Paddy was honored with the hospital's inaugural

**UCSF Gen. Colin Powell Medal of Courage**.

"We will not be successful as a nation if we don't bring our kids up healthy," Powell said. "Marc and Lynne have made a significant contribution to the health of this community and children around the world."

The event also raised \$3 million more for the hospital.

Having endured months of painful treatment, Paddy, accompanied by his mom, **Alma O'Brien**, was not fazed by the sold-out crowd of 3,000. He's got bigger fish to fry.

"I need to keep eating my vege-

tables," he said, with a broad grin. "When this new hospital opens, I think it's going to be pretty cool."

**Tip-top:** Super supporters convened Tuesday for the Tipping Point Awards Breakfast at the Julia Morgan Ballroom, where this poverty-fighting organization, founded by **Daniel Lurie**, honored three of its grantees.

Receiving a \$50K check and numerous standing ovations: **Fresh Lifelines for Youth** (director **Christa Gannon**), **New Door Ventures** (CEO **Tess Reynolds**) and **Shelter Network** (director **Michele Jackson**).

"By 35, I was a self-made millionaire," former Shelter client **Steve Carey** said. "But I blew all my money on coke and alcohol and ended up living in my car in a rest area off 280."

The San Mateo County housing and wellness program not only saved Carey's life but helped him rebuild it.

"When people ask my dad, 'How's Steve?' he doesn't have to say, 'He died alone in a car from drinking,'" Carey continued. "He says, 'My son got help, and now he's helping others.'"

**Stairway to heaven:** City Hall sparked Tuesday as Santa welcomed members of the S.F. Consular Corps to a **McCall Associates**-catered holiday party hosted by Mayor **Gavin Newsom** and Protocol Chief **Charlotte Shultz**.

Santa's best gift? A surprise plaque unveiling that (finally and officially) dedicated the Rotunda staircase in Shultz's honor for her 45 years of expert volunteer service to the past seven mayoral administrations.

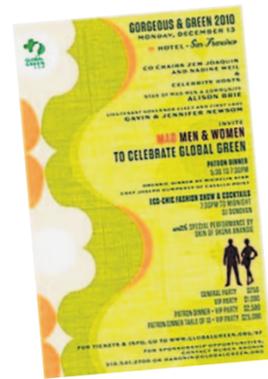
"I love stairs — they lead you

up to something," Shultz said, beaming. "And this staircase has led me to much happiness."

**Shultz P.S.:** Here's a toast for more happiness and good cheer to our protocol chief's "Secretary," former Secretary of State **George Shultz**, who Monday will be 90 years young.

*Chronicle society correspondent Catherine Bigelow's columns appear Wednesday in Datebook, Sunday in Style and at SFGate.com. E-mail her at missbigelow@sfgate.com.*

## INVITATION OF THE WEEK



**Global Green USA Gorgeously & Green 2010** is a "Mad Men"-themed party featuring celebrity hosts, an eco-chic fashion show and music by **Skin of Skunk Anansie**. 7:30 p.m. **Mon. W Hotel**, 181 Third St., S.F. Tickets: \$250; \$2,500 (includes a VIP dinner at 5:30 p.m.). (310) 581-2700.

### SFGate.com

For a complete list of upcoming benefits, go to [sfgate.com/style](http://sfgate.com/style). Submit invitations to Benefits, Style section, The San Francisco Chronicle, 901 Mission St., San Francisco, CA 94103, or [benefits@sfnchronicle.com](mailto:benefits@sfnchronicle.com).

# FluffyCo diversifies with new lines

Berczynski from page N1

inclusive vibe — something that says this is for everybody. And the nice aspect is that it has kind of translated that way, and it's a name that can't be taken too seriously. There's only so much cooling off you can do to a name like FluffyCo."

Choosing to live "below her means" during her previous career as an ad agency art director, Berczynski was able to save enough money to form FluffyCo. She started by making the items that she wanted, and needed, for herself.

"The vinyl accessories were the first things I made. At that point, it was still going on in my kitchen. Everything was handmade, and I had a local seamstress in the Mission. Then people kept asking about wallets, and I realized people loved to wear T-shirts, so it kind of grew organically."

She now occupies a large studio space in the Mission District with her team — operations manager **Erin Robinson**, screen-printing artist **Anna Leja** and studio manager **Thomas Rees** — that also serves as the distribution center.

FluffyCo has evolved into offering more specialty lines such as **FluffyCo Premium** (made with eco-friendly textiles), a limited-edition line of dresses (**Cut & Sew**), and the newest addition, **Little Fluffy**, which includes baby onesies made with 100 percent organic cotton and hand-printed with water-based inks.

**Little Fluffy** started when Berczynski had a son and noticed a lack of cool baby clothes.

"In the baby market, there's not a lot out there that would really complement the outfit the parents are wearing, or something where they look like they're part of

## Where to find FluffyCo

**Candystore Collective:** 3153 16th St., S.F. (415) 887-7637. [www.candystorecollective.com](http://www.candystorecollective.com).

**The Curiosity Shoppe:** 855 Valencia St., S.F. (415) 671-5384. [www.curiosityshoppeonline.com](http://www.curiosityshoppeonline.com).

**Flight 001:** 525 Hayes St., S.F. (415) 487-1001. [www.flight001.com](http://www.flight001.com).

**Park Life:** 220 Clement St., S.F. (415) 386-7275. [www.parklifestore.com](http://www.parklifestore.com).

**Rare Device:** 1845 Market St., S.F. (415) 863-3969. [www.raredevice.net](http://www.raredevice.net).

**Online:** [www.FluffyCo.com](http://www.FluffyCo.com). Season clearance sale runs Dec. 15-29.



Wallets made of eco canvas that feature drawings of birds and nature are among the popular accessories made by FluffyCo.

Erin Robinson

the same family," she says. "I like my son to wear positive, cute, well-made clothes, but that are not some ridiculous graphic that I would never see on myself or my husband." Clearly, there are no "I heart Daddy" T-shirts for **Little Fluffy**.

FluffyCo's current collection is heavy on nature and animal motifs, with bird-pattern cotton dresses and wallets with drawings of owls and trees.

"Twice a year or so I bounce ideas off of Erin and Anna. I get a lot of inspiration from culture, things going on in the art world and San Francisco, and based on that, I come up with some ideas and go with it," Berczynski says. "Nature is always the biggest influence. The brand is about sustainability and nature for a modern, urban world." She's firmly planted in

**Holiday workshop:** Learn to make your own FluffyCo T-shirts with the team from 7-11 p.m. Thursday or at a DIY screen-printing party and a pop-up shop from 11 a.m.-8 p.m. Friday, both at **Workshop**, 1798 McAllister St., S.F.

the local design community with boutiques like **Park Life** in the Inner Sunset and **Candystore** in the Mission as long-standing customers.



Mike Seely

Paulina Berczynski is expanding her company with a new line of baby clothes, premium apparel and limited-edition dresses.

Derek Song, co-owner of **Park Life**, said the store chose to carry FluffyCo because "we liked how simple and clean the designs were."

Although everything in the line does well, "bird motifs seem to do really well," he said. "People love birds!"

Happy to continue doing what she loves with FluffyCo but on a larger scale, and even happier to be living and working in San Francisco, Berczynski says, "It's a great place to be a designer because there's a big community of people you can bounce ideas off of and be inspired by."

E-mail comments to [style@sfnchronicle.com](mailto:style@sfnchronicle.com).

### See Toujours L'amour

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