

WWD FRIDAY

Beauty

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FASHION SCOOPS

BETHY'S HONOR: Brazilian-born social doyenne **Bethy Lagardère** (the widow of French media mogul Jean-Luc Lagardère) is the subject of a tribute during this season's São Paulo Fashion Week. On Wednesday, Iguatemi chief executive officer **Carlos Jereissati** and **Paulo Borges**, SPFW's creative director, hosted a cocktail party at Espaço Iguatemi (SPFW's official venue) to fete the fashion maven and kick off an exhibit celebrating her couture collection — which includes gowns signed by Yves Saint Laurent, Christian Dior and **Pierre Cardin**. An accompanying 25-minute documentary, "Bonjour Madame," featuring interviews with **Jean Paul Gaultier**, **Emanuel Ungaro** and **Azzedine Alaïa**, further highlights Lagardère's sartorial contributions. The show will be up through July 3.