

DIFFA
DESIGN
INDUSTRIES
FOUNDATION
FIGHTING
AIDS

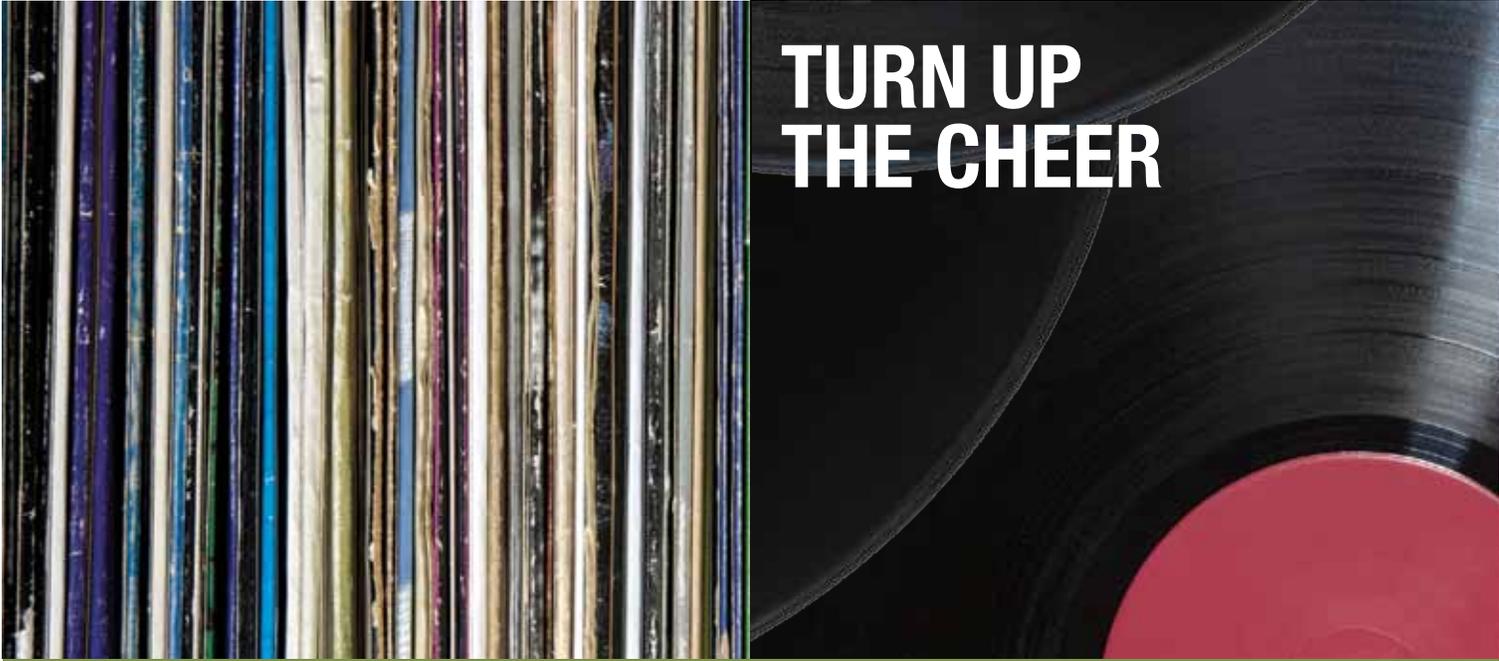


TURN UP

THE CHEER

HOLIDAY WREATH COLLECTION

TURN UP THE CHEER
DIFFA HOLIDAY
WREATH COLLECTION
PREVIEW CATALOG



TURN UP THE CHEER

Thursday, December 1
Nest
Mitchell Gold + Bob Williams
Design Within Reach
South of Knox on McKinney

Kick off the holiday season with three amazing parties, at three unique venues each with a different theme, fabulous music, great food, all uniquely DIFFA!

Bid on one-of-a-kind wreaths from national design gurus to local icons and help support North Texas AIDS Service Organizations.

It's festive, philanthropic and sure to be THE holiday party of the season.

Honorary Chair; Jo Marie Lilly

Creative Consultant;

Co-Chairs; Ron Brady & Mark Mayland

Register Your Phone to Bid

To register to bid using your cell phone visit:
www.qtego.com/diffa

Preview the Auction

Check out many of the wreaths and other items that will be up for bid in this preview catalog. More to be seen on December 1.

DIFFA Collection Table and Tickets Available

DIFFA Collection 2012 table and tickets available for the first time at Turn Up The Cheer

Auction Pick Up

You may pick up your auction items at 9:45 pm at the venue where the item was displayed.

Nest and Mitchell Gold + Bob Williams
Give Back to DIFFA

Nest will donate 10% off all sales to DIFFA/Dallas the evening of the auction

Mitchell Gold + Bob Williams will donate 10% off all sales through Sunday, December 3. Just mention DIFFA.

After Party

After Party sponsored by Belvedere Vodka (Red) 10:30-12:30 pm
Granite Bar @ S4 3911 Cedar Springs Road, Dallas

TWO EASY WAYS TO BID

TWO EASY WAYS TO BID FROM WHEREVER YOU ARE, AT THE AUCTION OR EVEN AT HOME

First just register your phone today at www.qtego.com/diffa



BID BY TEXTING FROM YOUR CELL PHONE*

BID ON AN ITEM

Reply to any text message with the 6 digit item #, then the whole dollar amount you wish to bid

Example: To bid **\$75** on item # **435001**, reply to any text with **435001 75** and the **SEND** button

You will receive a text message informing you if you are the high bidder
If someone outbids you, you will receive a text message to inform you

CHECK THE CURRENT BID ON AN ITEM

Reply to any text with the 6 digit item #.

Example: to check the current bid on item # **435001**, reply to any text with **435001** and the **SEND** button

SET UP AUTOMATED BIDDING ON AN ITEM (SET A MAX BID)

To automate your bidding, enter the item #, your maximum bid amount, and the letter **M** to indicate the maximum you are willing to bid. The system will automatically bid for you by the bid increment until you win or your max is met

Example: To enter a maximum bid of **\$500** for item # **435001**, you would reply to any text with **435001 500M** and the **SEND** button

CHECK THE BIDDING STATUS ON ALL YOUR ITEMS

Reply to any text with the word **STATUS** and hit the **SEND** button

You will receive a text message listing all the items on which you are the current high bidder

PURCHASE AN INSTANT BUY ITEM

Reply to any text with **BUY** followed by the 6 digit item #

Example: To buy item # **435006**, you would reply with **BUY 435006**

TO MAKE A DIRECT DONATION TO DIFFA/DALLAS

To make a donation to DIFFA, simply text the word **GIVE** followed by your dollar amount to **86132**

Example: To Give **\$100**, you would text **GIVE 100** to **86132**

BID BY CALLING FROM YOUR PHONE

BID ON AN ITEM VIA CALLING

Call toll free **1-877-891-4752**

Then enter the item number and bid amount

The call will prompt you through the process

CHECK THE BIDDING STATUS VIA CALLING

Call toll free **1-877-891-4752**

Enter **0 #** instead of item number

TO SET A MAX BID BY CALLING

Call toll free **1-877-891-4752**

After you enter your Max Bid amount, press * (star)

PURCHASE AN INSTANT BUY ITEM VIA CALLING

Call toll free **1-888-476-8182**

The call will prompt you through the process

TO MAKE A DIRECT DONATION TO DIFFA/DALLAS VIA CALLING

Call toll free **1-888-476-8180**

The call will prompt you through the process

*standard messaging rates may apply.

AUCTION ITEM DELIVERY

If you do not desire to pick up your items this evening we can arrange to have them delivered to your home by Delivery Limited for a fee of \$32.50 per hour in the immediate Dallas area.

TOP SHELF WREATHS



Geoffrey Henning
silver, wire ribbon with jewels

Item #: 435101
Starting Bid: \$100
Buy Now Price: \$700

Anonymous
chartreuse and red ribbon

Item #: 435105
Starting Bid: \$75
Buy Now Price: \$400



Tractor Beam
"Join the Fight" plastic army men

Item #: 435102
Starting Bid: \$75
Buy Now Price: \$500

Anonymous
chartreuse and red elf

Item #: 435106
Starting Bid: \$75
Buy Now Price: \$400

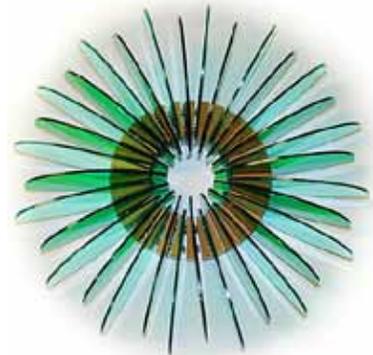


JCPenney
snowy branch with beaded bells

Item #: 435103
Starting Bid: \$75
Buy Now Price: \$450

Perkins+Will
acrylic two-tone fins
with wood base

Item #: 435107
Starting Bid: \$200
Buy Now Price: \$1,500



Rockwell Group
3' backlit plaid

Item #: 435104
Starting Bid: \$50
Buy Now Price: \$400

RSVP Design #1
silver, black and white feather

Item #: 435108
Starting Bid: \$75
Buy Now Price: \$500





Ashard Richley
cream satin ruffle w/ handbag

Item #: 435109
Starting Bid: \$50
Buy Now Price: \$400

Lucky Dog Barkery
dog toys and treat

Item #: 435114
Starting Bid: \$75
Buy Now Price: \$400



Anthos
retro sputnik with
succulents and candy

Item #: 435110
Starting Bid: \$50
Buy Now Price: \$200

RSVP Design #2
burlap and birch

Item #: 435115
Starting Bid: \$75
Buy Now Price: \$400



**Michelle Nussbaumer
Ceylon et Cie**
red and cream upholstered
with \$50 gift card

Item #: 435111
Starting Bid: \$75
Buy Now Price: \$450

LAFCO New York
tabletop moss/candle/product

Item #: 435116
Starting Bid: \$75
Buy Now Price: \$600



Shirin Askari
small, wallcovering stripes

Item #: 435112
Starting Bid: \$75
Buy Now Price: \$600

Nest
square acrylic plush toys

Item #: 435117
Starting Bid: \$150
Buy Now Price: \$900



**Innovations in
Wallcoverings**
small, wallcovering stripes

Item #: 435113
Starting Bid: \$50
Buy Now Price: \$200

Evette Rios
Gold fruit and silver
chain and Mario Baltali
cookbooks

Item #: 435118
Starting Bid: \$75
Buy Now Price: \$400





Design Within Reach

Christmas lights red chair

Item #: 435119
Starting Bid: \$75
Buy Now Price: \$500

Richard Bequette Designs

white with black and silver ornaments

Item #: 435135
Starting Bid: \$75
Buy Now Price: \$550



Mitchell Gold + Bob Williams

gold with moss

Item #: 435120
Starting Bid: \$75
Buy Now Price: \$500

Whoopi Goldberg

urban snowflake paper cut out signed by Whoopi

Item #: 435137
Starting Bid: \$150
Buy Now Price: \$800



Flower Road by Michelle Bardwell

all natural moss, burlap and product basket

Item #: 435121
Starting Bid: \$75
Buy Now Price: \$600

IBB – Shay Geyer

silver, gold with gold santa

Item #: 435139
Starting Bid: \$75
Buy Now Price: \$400



Jan Barboglio

iron votive stand + glass votives

Item #: 435125
Starting Bid: \$200
Buy Now Price: \$1,500

Shemara

couture satin ruffle

Item #: 435167
Starting Bid: \$75
Buy Now Price: \$350



KD Designs

gold, copper with pinecones and butterfly

Item #: 435130
Starting Bid: \$150
Buy Now Price: \$800

Blinc

industrial wire with clear ornaments and \$500 gift certificate

Item #: 435173
Starting Bid: \$250
Buy Now Price: \$700



ESCAPES & GETAWAYS



Hilton Los Cabos Beach & Golf Resort Cabo San Lucas, Mexico 4-Night Stay with Airfare for two

Four-night stay in an oceanview hotel on an inlet bay in the Sea of Cortés.

Resort amenities include two deluxe pools with swim-up bars, the Spa Oasis, two lighted tennis courts, and a state-of-the-art fitness center; plus there are six championship Cabos San Lucas golf courses nearby.

American Airlines – Round-trip coach class service for two.

Item #: 435181
Starting Bid: \$3,000
Buy Now Price: \$9,000



Sonoma Wine Extravaganza Features Wine Encounters, Luxury Car Rental, and 3-Night Stay for two

The Fairmont Sonoma Mission Inn & Spa – three-night stay.

Chateau St. Jean – Private VIP tasting and tour for two.
Ravenswood – Private Blending Seminar for two including a 375ml bottle.

Hertz Prestige Collection – \$300 gift certificate towards the rental of a luxury vehicle such as Cadillac Escalade, Lincoln Navigator, or Jaguar XJ-8.

Item #: 435180
Starting Bid: 3,000
Buy Now Price: \$10,000



London & Paris 7-Night Exploration Features 7 days in two of the world's finest cities.

Four-night stay at The Churchill ideally situated in London's West End.

Three-night stay at one of the Renaissance Paris 5-star properties.

American Airlines – Round-trip coach class service for two to London or Paris.

Domestic Airfare – This package also includes one-way coach class airfare for two between London and Paris.

Item #: 435182
Starting Bid: 6,000
Buy Now Price: \$18,000

STRAIGHT UP STOCKING STUFFERS



Three Float Relaxation Package by Adrift Spa

Rejuvenation for the mind and body using float therapy in the heart of Preston Hollow.

Item #: 435156
Starting Bid: \$100
Buy Now Price: \$300



Custom Suit by D. Jones Tailored Collection

A suit individually hand-cut and crafted according to your measurements and specific requests.

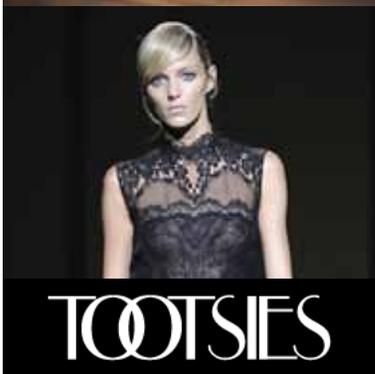
Item #: 435157
Starting Bid: \$400
Buy Now Price: \$1,800



\$250 Gift Card by Highland Park Village

Unparalleled selection of international and local retailers, the premier venue for upscale shopping and dining in Dallas.

Item #: 435158
Starting Bid: \$150
Buy Now Price: \$300



TOOTSIES

\$200 Gift Card by Tootsies

A vast array of American and European designer collections, evening wear, contemporary sportswear, shoes and accessories.

Item #: 435160
Starting Bid: \$125
Buy Now Price: \$250

\$500 Home Theater Gift Certificate by StarPower

The finest in high-end, custom installations of audio, video, security and electronic automation.

Item #: 435161
Starting Bid: \$200
Buy Now Price: \$600



Two Custom Shirts by Q Custom Shirts

Explore the endless possibilities of having your shirts built from our vast fabric library and a wide array of design details.

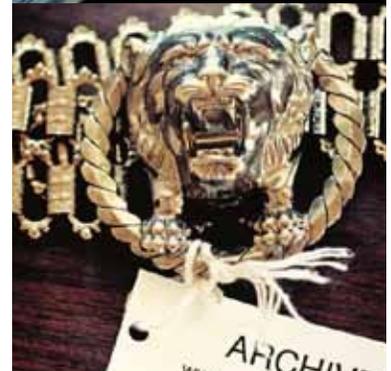
Item #: 435162
Starting Bid: \$150
Buy Now Price: \$400



\$250 Gift Certificate by Archive

Designer vintage couture clothing store featuring Gucci, Pucci, Chanel, YSL, Cardin and more.

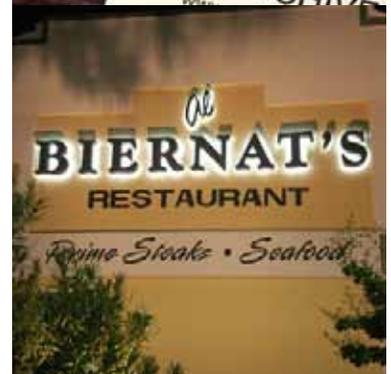
Item #: 435166
Starting Bid: \$100
Buy Now Price: \$300



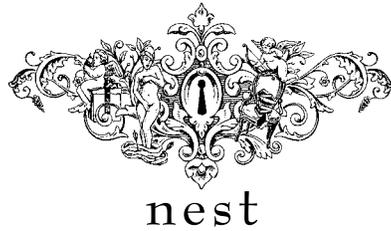
\$150 Gift Card by Al Biernats

Traditional steak house and more on the edge of Highland Park and Oaklawn.

Item #: 435168
Starting Bid: \$75
Buy Now Price: \$175



THANK YOU TO ALL OUR SPONSORS



Mitchell Gold
+ Bob Williams

BELVEDERE
VODKA

Delivery Limited
Est. 1978



Campo
modern country bistro

joule
A LUXURY COLLECTION HOTEL

[rohst]
KOREAN • MARINADE • GRILL

WHOLE
FOODS
MARKET

STARPOWER
THE LEADER IN HOME THEATER

mR. diAmoNd
A Fusion of Global Urban Genre

The
BREHMS

QTEGO

Park Place

Auction item photography by Suzanne Pizzo