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Lingerie for a Cause

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Sofia Vergara, middle, with Kim Hoedeman, left, and Renata Mutis Black of Seven Bar Foundation.

"Empowering women on a G-string, rather than a shoe-string" was the strange if catchy slogan on the invitation for Thursday's first Lingerie New York couture fashion show presented by the beach resort Freedom Bay St. Lucia. There was a beneficiary: the Seven Bar Foundation, an organization that provides microfinance loans to underprivileged women through marketing partnerships and annual lingerie shows.

"We need people to pay attention. I was a single mother. I know that some women just need to find someone to lend them a hand," said Sofia Vergara of TV's "Modern Family." "What calls more attention than beautiful women in G-strings?"

And how could you not pay attention to latex lingerie by Atsuko Kudo, lace looks by Carine Gilson and aerialists wearing Seven Bar's Y panty, a G-string with a heart-shaped knot at the center, flying through Cipriani 42nd Street. "I hope you brought your boots with your spurs because you're going to need the

brakes," Renata Mutis Black, the director of the Seven Bar Foundation told an audience that included Braylon Edwards of the New York Jets and the actor/singer Lukas Haas.

"People probably wouldn't have come to a 'Let's discuss microfinance' event," said former model Veronica Webb, who showcased an LED-lit corset.