



# March Madness

It's been an action-packed month in shoedom. A recap: A handful of lucky fans won a raffle to meet **Beyoncé Knowles** backstage before her March 21 show at Greensboro Coliseum, Greensboro, N.C., courtesy of **Steve Madden**, co-sponsor of Beyoncé on her current Verizon Ladies First Tour. Meanwhile, another multimedia starlet, **Hilary Duff** (seen below backstage on her current tour) is rocking out in **Dollhouse** shoes. **Donald Piner** was honored as Italy's retailer of the year at MICAM (see Insider, page 4, for story), while **Tommy Hilfiger** held an "H" party March 18 at Marquee in Manhattan lowering the line's debut that evening at a runway show at Macy's Herald Square. Down Lake Worth, Fla., **Bill Morgenstein**, former CEO of **Marquessa International**, hosted a March 13 gathering of "old-time shoe dogs," some of whose careers span more than years. **Jimmy Choo** held a March 24 shopping party for bankers and brokers at its new Bond Street location in London. **Geox** opened its first U.S. location (595 Madison Ave. N.Y.) on March 16, while **Pony** held a VIP yacht party March 8, during the Winter Mut Conference in Miami. Lastly, on March 4, **PF Flyers** held its final kickoff event marking its collaboration with artist **BUA**, at Ace Gallery in Beverly Hills. — **Brian Russak**

1 Beyoncé Knowles and Steve Madden contest winners 2 Donald J. Piner at MICAM 3 Hilary Duff with Dollhouse 4 Heidi and Sam from "The Apprentice" at "H" 5 Lance Bass, Tommy Hilfiger, Joey Fatone at "H" 6 Bernie Ginsberg, Harvey Portnoy, Fred Bodner at "Shoe Dog" party 7 Barry Feldstein, Lionel and Rita Levey 8 Bill and Sylvia Morgenstein 9 Bob Amstel, Bob Campbell, all at "Shoe Dog" 10 Tamara Mellon, Zoe Appleyard at Jimmy Choo 11 Gabriella Bagni, Mario Moretti Polegato, Anita Wingerter at Geox 12 DJ Sasha, Nekeda Newell Hall at Pony 13 Sportie LA's Isack Faddon, PF Flyers' Joe Casagrande and BUA at PF Flyers.

