

October 10, 2008

GOING APE: Bloomingdale's 59th Street windows went wild on Tuesday. Large photographs of an endangered gorilla named Miza were displayed next to **Tory Burch**'s new children's T-shirts as part of the store's "Gorilla Girls" event. Excited children, with their parents in tow, charged up to the eighth floor to hear author **Craig Hatkoff** read his new book, "Looking for Miza." Hatkoff enlisted the help of his friend Burch, who created a limited edition children's shirt selling exclusively at Bloomingdale's for



▲ **Tory Burch, Craig Hatkoff and Isabella Hatkoff with kids at the "Looking for Miza" Bloomingdale's event.**

\$30. While Burch said she currently designs a few looks for little girls, this extracurricular venture doesn't signal a separate children's line is in the works. However, it has spurred a newfound interest in endangered wildlife. Burch said she's planning a trip to Ethiopia next month. "I'm starting to be more interested about what's really happening over there and how we can help," she said.

PHOTO BY BRYAN SMITH