

C.FDA

Council
of Fashion
Designers
of America
Annual
Report 2015

The mission
of the Council of
Fashion Designers
of America is to
strengthen the
impact of American
fashion in the
global economy.



Letter from the Chairman, Diane von Furstenberg, and the President and Chief Executive Officer, Steven Kolb

Fashion is about family. The Council of Fashion Designers of America has become the perfect embodiment of that statement. In over five decades, we have cultivated a sense of community among leading American designers, where kinship supersedes competition and the ultimate goal is to strengthen the impact of American fashion in the global economy—which is also the mission statement of the CFDA.

This year marked a major milestone for the CFDA. With the addition of 40 new designers to our membership, we broke through the 500 barrier. The continued growth is not just a testament to the immense fashion talent in America, but also a worldwide recognition that the CFDA is a top organization devoted to helping its designer constituency at every stage of their careers.

In 2015, we expanded this community to further propel the mission. Each CFDA department—Strategic Partnerships Group, Philanthropy, Education & Professional Development, Editorial & Communications among them—was tasked to assemble special committees composed of executives from all fields. These don't have to be CFDA Members. The goal is to bring a wider perspective and a new level of expertise to the conversation, which is especially useful as the CFDA grows with several new initiatives. In 2015, these included the integration of the Fashion Calendar into the CFDA, the launch of eyewear, jewelry, and manufacturing showcases, and the inaugural New York Fashion Week: Men's, which galvanized the industry's top talent to strengthen American menswear. It was a big success, and, just as importantly, brought this family even closer.

Diane von Furstenberg *Steven Kolb*

Membership

Membership in the Council of Fashion Designers of America is open to Americans who are designing in the United States or abroad, or international designers whose businesses are based in the United States. Applicants must meet certain criteria and submit a visual presentation of their work, accompanied by a detailed written application and letters of recommendation. The Admissions Committee meets annually to review candidates' applications before making recommendations to the CFDA's Board of Directors. An affirmative vote by the Board is required for the acceptance of each new Member.



FRONT ROW (FROM LEFT):
ASHLEY JUNG, PAIGE DELLAVALLE, SCOSHA WOOLRIDGE,
TED KIM, FLORIANA GAVRIEL AND RACHEL MANSUR
BACK ROW (FROM LEFT):
JOHN BREVARD, MICHAEL SAIGER, RAQUEL ALLEGRA,
SIKI IM, SALLY LAPOINTE, FRANCESCA AMFITHEATROF,
LOUISE CAMUTO, TANYA TAYLOR, ELIZABETH FORTUNATO,
PAUL ANDREW, SARA BELTRAN, MISHA NONOO, BRETT
HEYMAN, LEIGH BATNICK PLESSNER, RONY VARDI,
GIGI BURRIS, JEFF PRESS, DANIEL CORRIGAN, RYAN LOBO,
NELLIE PARTOW, RAMON MARTIN, BROOKE GARBER,
NEIDICH, JAKE SARGENT, DAVID HART, MARINA POLO,
BRITT COSGROVE, AND KRISTINE JOHANNES

Membership The New Members

ANA KHOURI

ANA KHOURI

Ana Khouri made art from early childhood. The Brazilian native studied sculpture in São Paulo. With degrees from the Gemological Institute of America and Central Saint Martins, she launched her line in 2002. Based in New York City since 2012, she focuses on limited-edition pieces that look to Alexander Calder, Richard Serra, and Louise Bourgeois. A Khouri tenet: bringing fine jewelry into the twenty-first century for women to wear without the requisite hauteur it once held.

MATT BALDWIN

BALDWIN

Matt Baldwin's career began at Los Angeles's Fashion Institute of Design & Manufacturing. In 2003, he founded the Standard Style store in Kansas City, Missouri, and launched Baldwin Denim & Collection in 2009. Cut and sewn in the U.S., the collection consists of mens- and womenswear with functionality, modern design, and American-made goods at its core.



FLORIANA
GAVRIEL
AND RACHEL
MANSUR

LOUISE CAMUTO

CAMUTO GROUP

Born in Sweden, Louise Camuto moved to New York City to study fine arts and interior design. She cofounded Camuto Group with Vince Camuto, her late husband, in 2001. In 2011, she was named creative director of the Vince Camuto lifestyle brand. As chief creative officer, Camuto now guides it, as well as Camuto Group's additional footwear brands.

LEIGH BATNICK

PLESSNER & RONY VARDI

CATBIRD

Rony Vardi dreamed up Catbird as an ever-changing shop of her favorite things in 2004. With design partner Leigh Batnick Plessner, Catbird has since evolved into a fine-jewelry line that embraces

the creative culture of Brooklyn and is designed and made in Williamsburg. The duo pays particular attention to minimalist detailing and hand-set stones that are small in scale but high in quality.

GUIDO CAMPELLO

COSABELLA

The family-owned Italian lingerie company Cosabella is in its second generation, with Guido Campello and his sister Silvia leading the firm. After serving as Cosabella's president of branding and innovation, Campello was named CEO in 2014. He directs global strategy for sales distribution, marketing initiatives, and product development. He also manages all exclusive design collaborations, including those with Urban Outfitters and J.Crew.

DAVID HART

DAVID HART

David Hart studied at the Fashion Institute of Technology and received his BFA in fashion design in 2004. While designing for Anna Sui, Tommy Hilfiger, and Ralph Lauren, Hart refined his skills and cultivated his own aesthetic. In 2009, he launched the David Hart & Co. line of luxury ties, bow ties, and pocket squares, followed by his first full menswear collection in 2013. Hart produces all of his clothing and fabrics in the U.S., Italy, Ireland, and the U.K.

SARA BELTRAN

DEZSO BY SARA BELTRAN

Inspired by her love for the oceanic world, Sara Beltran founded Dezso—"desire" in Latin—in 2006. The F.I.T. graduate incorporates marine motifs and designs into her 18-karat rose-gold, semiprecious-, and precious-stone pieces. Diamonds, emeralds, blue tiger eye, coral, and black pearl are often cut or carved into shapes taken from the sea.

BRETT HEYMAN

EDIE PARKER

Brett Heyman launched the Edie Parker brand of clutches and handbags in 2010. Inspired by acrylic bags made in America in the 1950s and 1960s, the former Gucci director of public relations decided to remake the style for a new generation. The line has since evolved to include new silhouettes, shoulder straps, and a variety of materials.

VIRGINIA BURRIS

GIGI BURRIS MILLINERY

Virginia "Gigi" Burris's interest in millinery was heightened after studying at Parsons Paris, and her frequent visits to the Old World *mercerie* shops there. After apprenticing with couture milliner Leah Chalfen, Burris started working

directly with clients and stylists on made-to-order couture pieces before beginning to wholesale her creations in 2013. The Florida native favors alligator skin, and is also known for intricate feather and couture handwork.

SHAYNE OLIVER

HOOD BY AIR

Hood by Air is the convergence of an ensemble of artists that, under the creative direction of Shayne Oliver, operates in fashion, experimental music, image-making, nightlife, and performance. Relying on strategies such as appropriation and sampling, Hood by Air's work subverts traditional divisions between original and copy, human and machine, and art and commerce.

JAKE SARGENT

JAKE SARGENT

Jake Sargent took over the creative direction of Simon Miller in 2011 with Daniel Corrigan. Prior to joining Simon Miller, Sargent oversaw the retail and product-collaboration arm of *Monocle* magazine. In early 2016, Sargent left Simon Miller to pursue other projects in New York City.

JOHN BREVARD

JOHN BREVARD

John Brevard applies a background in architecture and multidisciplinary arts to his celestial designs with a focus on fine jewelry. Inspired by the principles of natural order, each piece is symbolic of the inseparable relationship of the part to the whole. Brevard, based in Miami and New York City, manifests this vision by integrating design, fashion, architecture, and technology.

KENDRA SCOTT

KENDRA SCOTT

Jewelry designer turned brand visionary and CEO Kendra Scott launched her first collection in 2002 with just \$500. Today, she continues to lead the inspiration and design process each season. Scott draws influence from her travels, passions, and everyday experiences, with a continuing emphasis on the three pillars of family, fashion, and philanthropy.

LISA MARIE FERNANDEZ

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After graduating from F.I.T., Lisa Marie Fernandez worked as a fashion stylist and editor at American *Vogue* and *Elle*, among others. She later became a successful freelance stylist before launching her namesake swimwear brand in 2009. Fernandez has since added activewear, with silhouettes

featuring her signature color blocking, exposed zippers, and geometric seams.

ELIZABETH FORTUNATO

LIZZIE FORTUNATO JEWELS

Duke University alum Elizabeth "Lizzie" Fortunato worked at Paul Wilmot Communications for a year before launching her namesake accessories label. Today, Fortunato still makes every sample by hand and is involved in design, production, and branding. She also authors A Fortune Found, a blog chronicling the people, fashion, art, travels, and moods that inform her work.

FLORIANA GAVRIEL

& RACHEL MANSUR

MANSUR GAVRIEL

Floriana Gavriel studied fashion design at the University of the Arts Bremen in Germany, while Rachel Mansur is an alumna of RISD. The duo met in Los Angeles in 2010 and developed their brand concept for two years before launching Mansur Gavriel handbags with its signature Bucket Bag. The designers won the 2015 CFDA Swarovski Award for Accessory Design, and have since added shoes and new bag silhouettes to the collection.

MICHAEL SAIGER

MIANSAI

Michael Saiger, who launched his handmade accessories brand with a single bracelet in 2008, is inspired by childhood memories of beaches and other New England traditions, as well as Blithewold, his mother's antique shop. Over the past seven years, Miansai evolved into a multicategory label available in 40 U.S. states and 36 countries, and in his New York flagship store.

MISHA NONOO

MISHA NONOO

Bahrain-born and London-raised, Misha Nonoo had a multicultural upbringing that gave her a deep appreciation for global artistry. With that and sophisticated urbanites in mind, she launched the Misha Nonoo collection in 2011. Gwyneth Paltrow, Emma Watson, and Sarah Jessica Parker have worn pieces from the line. In March 2015, she also debuted her Aldo Rise collection of footwear and handbags.

JEFF PRESS

MORGENTHAL FREDERICS

Jeff Press joined Morgenthal Frederics in 1998, and was named designer of its eyewear collection in 2006. Utilizing the finest materials such as buffalo horn, exotic woods, slate, sterling silver, beautiful acetates, and titanium, the Morgenthal Frederics collection has,

with Press's creative direction, grown throughout the U.S. with collection sales increasing exponentially.

NELLIE PARTOW

NELLIE PARTOW

Nellie Partow's refined, minimalist ready-to-wear can be traced to her mother's assured sense of self and style, which define Partow in both her careers as a competitive champion boxer and fashion designer. The San Francisco State University and Parsons School of Design alumna worked at Donna Karan, Calvin Klein, and John Varvatos before launching her namesake luxury collection in 2011.

PAUL ANDREW

PAUL ANDREW

The British-born footwear and accessories designer Paul Andrew cultivated his craft with over fifteen years at such houses as Donna Karan, Calvin Klein, Alexander McQueen, and Narciso Rodriguez. He launched his own collection for spring 2013, combining impeccable materials and handmade craftsmanship with ingenuity and the latest technologies for fit, comfort, and performance. In 2014, Andrew won the top CFDA/*Vogue* Fashion Fund award.

RAQUEL ALLEGRA

RAQUEL ALLEGRA

When Raquel Allegra was working in sales at Barneys New York in Beverly Hills in 2002, clients asked her about the vintage T-shirts she redesigned and wore. This propelled the Berkeley, California, native to make one-of-a-kind pieces full-time, including individually hand-dyed and deconstructed cast-off prison tees. Allegra expanded her label into a full collection with richly textured pieces in silk, linen, cashmere, and French lace in 2009.

KRISTINE JOHANNES

RAUWOLF

German-born, New York-based Kristine Johannes introduced Rauwolf, her line of architectural Plexiglas clutches, in 2012. The pieces are carefully handcrafted in Italy using a range of unique materials and design elements, including inlaid mirrors, liquid injections, razor-cut wood, resin, and engraving. Johannes, who honed her craft at Calypso, J.Crew, and Devi Kroell, introduced Rauwolf Bridal and Rauwolf Bespoke in 2015.

ROSIE ASSOULIN

ROSIE ASSOULIN

At age thirteen, Rosie Assoulin began using her grandmother's sewing machine to experiment with pattern, texture, and style. Later, she honed her skills under mentor and future mother-in-law Roxanne Assoulin of Lee Angel,

and with internships at Oscar de la Renta and Lanvin. Assoulin debuted her collection—which blends the romantically fantastical and reliably practical with sculpted ease and bold lines—for resort 2014. She won the CFDA Swarovski Award for Womenswear in 2015.

TED KIM

RVN

Parsons alum Ted Kim worked at Donna Karan, Michael Kors, and Anne Klein before launching RVN. The label is based on the idea of a "ReVolutioN" in contemporary womenswear, and is a lifestyle brand that epitomizes the cool, edgy style of Manhattan, mainly via jacquard knit dresses. Beyoncé, Taylor Swift, Katy Perry, Miranda Kerr, and Kate Hudson are among those who have worn RVN.



ANA
KHOURI
AND
MISHA
NONOO

SALLY LAPOINTE

SALLY LAPOINTE

Attracted to painting and sculpture from an early age, Sally LaPointe was fascinated with making objects that explored personal experiences and elicited a visceral response. With her fellow Rhode Island School of Design graduate Sarah Adelson, LaPointe moved to New York City and founded the namesake collection, which juxtaposes luxurious materials for modern and minimal silhouettes, in 2010.

SCOSHA WOOLRIDGE

SCOSHA

Australian-born Scosha Woolridge is inspired by her world travels, and, after settling in Brooklyn, made her first Scosha piece based on her memory of a young girl in India whose ears had been newly pierced with a hot-pink braided thread and a single piece of gold. All Scosha pieces are handcrafted using ancient techniques for metalsmithing and stone-setting. In 2013 she added fine jewelry to the collection.

Membership The New Members

BROOKE GARBER NEIDICH SIDNEY GARBER

Brooke Garber Neidich's father, Sidney Garber, was the son of a watchmaker and launched his own jewelry store in 1946. He instilled a love of design, detail, and fine execution in his daughter. In 2008, she inherited the Sidney Garber fine-jewelry business. All proceeds from sales are destined for not-for-profit organizations dedicated to children's mental health and wellness, education, and the arts.

SIKI IM SIKI IM

Born in Cologne, Germany, Siki Im studied architecture at Oxford and worked as an architect before relocating to New York and working at Karl Lagerfeld and Helmut Lang. In 2009 he introduced his own collection, adding the extension Den Im line of essential utilitarian clothing in 2014. The Senior Concept adjunct professor at Parsons was named a winner for the 2015–2016 International Woolmark Regional Finals.

PAIGE DELLAVALLE & ASHLEY JUNG STELLA VALLE

The sisters Paige Dellavalle and Ashley Jung both attended the United States Military Academy and served as U.S. Army Officers before following their

lifelong dream to become designers. They launched their jewelry line in 2009, and found funding from Lori Greiner and Mark Cuban via ABC's hit TV show *Shark Tank*. Partnering with Cuban and Greiner, the team also designed the Women Warriors by Stella Valle jewelry line, and the Stella Valle for Target collection.

BRITT COSGROVE & MARINA POLO SVILU

Founded in 2012, Svilu seeks to readdress the fundamentals of a woman's wardrobe via environmentally sustainable and socially sensitive staples in silhouettes borrowed from the boys. Central Saint Martins graduate Marina Polo apprenticed at Lesage, Vera Wang, and Cloak, and worked at Peter Som, while Britt Cosgrove began her career in public relations for Prada and Hogan before enrolling at Parsons and working with Peter Som on the Tommy Hilfiger runway collection.

TANYA TAYLOR TANYA TAYLOR

Raised in Toronto, Tanya Taylor grew up surrounded by three generations of fiercely ambitious women whose creative approach to fashion served as an inspiration. The Parsons alumna spent three years designing at Elizabeth and James and launched her own

collection—an optimistic expression of feminine shapes enhanced with tactile uses of color and print—in 2012.

FRANCESCA AMFITHEATROF TIFFANY & CO.

Francesca Amfitheatrof joined Tiffany & Co. as design director in 2013 with over 20 years of experience in art, jewelry design, fragrance, furniture, and interiors. The trained jeweler, silversmith, and Central Saint Martins and Royal College of Art graduate designed jewelry collections for Chanel, Fendi, and Alice Temperley; jewelry and accessories for Marni; and jewelry and silverware for Asprey & Garrard.

RYAN LOBO & RAMON MARTIN TOME

Ryan Lobo and Ramon Martin met in 1998 while at the University of Technology in Sydney, Australia. Lobo went on to work as a designer, buyer, stylist, journalist, and brand consultant in Australia. Martin developed his design aesthetic with spells at Alberta Ferretti, Jean Paul Gaultier, J.Mendel, and Derek Lam. The duo launched Tome in New York in 2011 with a succinct ethos: clean-cut, essential dressing with female artists serving as seasonal muses that influence wardrobe staples such as the white shirt, the trench coat, and the camisole dress.

Biannual Membership Meetings



4.30 + 10.27 The CFDA's biannual Membership meetings are an opportunity for the CFDA to share plans for upcoming initiatives and objectives, as well as a valuable time for Members to interact and network. Members convened at the CFDA headquarters at 65 Bleecker Street in New York City twice in 2015. In April, the plans for the inaugural New York Fashion Week: Men's were announced, and an overview was given of new professional-development opportunities and strategic partners that Members could take advantage of. It also featured a presentation on marketing and business development by Jamie Gutfreund, chief marketing officer at Deep Focus.

In October, the newly inducted Members attended an exclusive New Member Orientation with the CFDA staff, followed by the general Membership Meeting, at which the latest Member benefits were discussed, as well as the upcoming 2016 New York Fashion Week dates and updates from the Jewelry and Eyewear committees. It concluded with a presentation by Karen Robinovitz, chief creative officer at Digital Brand Architects, on building a holistic brand, working with influencers, and utilizing Instagram and Snapchat.

Membership Member Opportunities



REED KRAKOFF AND
DIANE VON FURSTENBERG

New Members Party Hosted by Reed Krakoff

10.27 The 40 new Members were invited to the home of **Reed Krakoff**, Admissions Chair and Board Member, for the CFDA's New Members Party. This was Krakoff's second time hosting the annual event. The new designers had the chance to connect with one another before a private toast with Chairman **Diane von Furstenberg** and remarks from Krakoff, who recalled becoming a Member nearly two decades ago and how much the CFDA has evolved since.



MEMBER SHOWCASES

10.26, 1.17 + 11.20 In the fall of 2015, CFDA's headquarters transformed into a showroom on three occasions. On October 26, the CFDA hosted its second Jewelry Showcase featuring the work of seventeen Members' jewelry brands. On November 17, seven specialty studios and product-development ateliers—all grant recipients of the Fashion Manufacturing Initiative—participated at an Open House at the CFDA. On November 20, the CFDA became the home of the inaugural Eyewear Showcase, with nine Members' brands exhibiting their latest sunglass designs.

MEMBER COMMITTEES

In 2015 the CFDA formed committees in different fields as a way to bring together CFDA Members who are experts in various arenas. These groups include: the CFDA Philanthropy, Innovation, Eyewear, Education, Communications, and Jewelry committees.

“The goal of CFDA Committees is to bring a wider perspective and a new level of expertise to the CFDA.”
—Lisa Smilor, Executive Vice President, CFDA



ANNE
KEATING
AND
TONY
SPRING

MARC ALARY,
BILLY REID, AND
ITALO ZUCHELLI

Designers on Instagram: #Fashion Launches at Bloomingdale's

4.8 Designers **Amy Smilovic**, **Billy Reid**, **Charlotte Ronson**, **Christian Siriano**, **Gilles Mendel**, **Gerard Yosca**, and **Italo Zucchelli** were among those celebrating the launch of CFDA's tenth book, *Designers on Instagram: #FASHION*, at Bloomingdale's on 59th Street. CFDA/Bloomingdale's-branded selfie sticks were a popular accessory, and guests posed for selfies with friends. The book, published by Abrams, features more than 250 Instagram photos handpicked by the designers themselves.

Membership In Memoriam



Vince Camuto

In January, the fashion world mourned the loss of Vince Camuto. The widely respected business leader and shoe designer had cofounded Nine West Inc. before launching his own brand. Through the Camuto Group, he held the Jessica Simpson Collection master license and partnered with Tory Burch to launch her footwear, playing an instrumental role in the creation of Burch's Reva flat. The New York native was an avid believer in philanthropy, helping such charities as Ronald McDonald House, St. Jude's Hospital, the Leukemia & Lymphoma Society, and the Domestic Abuse Awareness Foundation.



MaryAnn Restivo

Fashion was in the DNA of MaryAnn Restivo, who died in January. Her father worked as a fashion designer; her mother was a naturally elegant woman whose style was influenced by 1930s movie stars. The F.I.T. graduate built a reputation as a creative designer of contemporary sportswear, with women such as Gloria Steinem, Candice Bergen, and Matilda Cuomo wearing her designs. In 2002, she began to focus on designer accessories for women who wanted to look elegant and also have fun.



Arnold Scaasi

Arnold Scaasi, a founding CFDA Member and favorite of Ladies who Lunch and First Ladies, from Mamie Eisenhower to Laura Bush, died in August. Born Arnold Isaacs in Montreal—he deliberately reversed his name to sound Italian—Scaasi was known for impeccably tailored suits and glamorous eveningwear, as well as for his exuberant personality. In 1968, Barbra Streisand wore his sheer overblouse and pants ensemble to collect her Academy Award for *Funny Girl*. Scaasi introduced the CFDA to Ernest Trova, who created the trophy for the CFDA Fashion Awards. He was honored by the CFDA for Creative Excellence in 1987, and with a Lifetime Achievement Award a decade later.



Carlos Falchi

Carlos Falchi, the Brazilian accessories designer best known for exotic handbags, died in March after a four-decade career. Falchi started making unconventional clothing and bags for himself, and then musician friends, such as Miles Davis, Herbie Hancock, Elvis Presley, and Mick Jagger. His designs, including the Buffalo Satchel, were highly influential, and he created runway accessories for Donna Karan, Vera Wang, and Ralph Rucci.

Membership Current Roster

500+ Members as of 12/31/15

Amsale Aberra	Kevin Carrigan	Andrew Fezza	Sharon Khazzam	Barbara McReynolds	Linda Platt	Maria Snyder	BOARD OF DIRECTORS
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Eddie Borgo	Rachel Dooley	Lisa Jenks	Melissa Joy Manning	Eva Zuckerman	Shimon Ovadia	John Varvatos	BOARD OF DIRECTORS
Monica Botkier	Pamela Dennis	Kristine Johannes	Rachel Mansur	Michael Simon	Rick Owens	John Varvatos	BOARD OF DIRECTORS
Marc Bouwer	Kathryn Dianos	Betsey Johnson	Robert Marc	George Simonon	Thakoon Panichgul	John Varvatos	BOARD OF DIRECTORS
John Brevard	Rachel Dooley	Ulla Johnson	Mary Jane Marcasiano	Paul Simonon	Monica Paolini	John Varvatos	BOARD OF DIRECTORS
Barry Brickman	Keanan Duffty	Alexander Julian	Lana Marks	Edward Wolk	Gregory Parkinson	John Varvatos	BOARD OF DIRECTORS
Thom Browne	Randolph Duke	Sam Edelman	Paul Marlow	Gabriella Zanzani	Raan Parton	John Varvatos	BOARD OF DIRECTORS
Dana Buchman	Stephen Dweck	Mark Eisen	Deborah Marquit	Isabel Toledo	Shea Parton	John Varvatos	BOARD OF DIRECTORS
Andrew Buckler	Marc Ecko	Meritt Elliott	Raymon Martin	Patricia Underwood	Daniel Partow	John Varvatos	BOARD OF DIRECTORS
Sophie Buhai	Libby Edelman	Lola Ehrlich	Jana Matheson	David Yurman	Marcia Patmos	John Varvatos	BOARD OF DIRECTORS
Tory Burch	Sam Edelman	Jen Kao	Lisa Mayock	Gabriella Zanzani	John Patrick	John Varvatos	BOARD OF DIRECTORS
Ben Burkman	Mark Eisen	Donna Karan	Anthony	Isabel Toledo	Edward Pavlick	John Varvatos	BOARD OF DIRECTORS
Doug Burkman	Meritt Elliott	Kasper	Thomas Melillo	Michael Tilley	Monique Péan	John Varvatos	BOARD OF DIRECTORS
Virginia Burris	Lola Ehrlich	Jenni Kayne	Jessica McClintock	Monika Tilley	Gabriela Perezutti	John Varvatos	BOARD OF DIRECTORS
Stephen Burrows	Karen Erickson	Shaun Kearney	Mary McFadden	Isabel Toledo	Patty Perreira	John Varvatos	BOARD OF DIRECTORS
Anthony Camargo	Patrik Ervell	Anthony Keegan	Kimberly McDonald	Patricia Underwood	Lisa Perry	John Varvatos	BOARD OF DIRECTORS
Guido Campello	George Esquivel	Rod Keenan	Mark McNairy	David Yurman	James Perse	John Varvatos	BOARD OF DIRECTORS
Carlos Campos	Steve Fabrikant	Pat Kerr		Eva Zuckerman	Christopher Peters	John Varvatos	BOARD OF DIRECTORS
Louise Camuto	Carlos Falchi	Naeem Khan			Thuy Pham	John Varvatos	BOARD OF DIRECTORS

Education

CFDA Education builds upon the Council of Fashion Designers of America's mission to strengthen the impact of American fashion in the global economy through impactful programming intended to support the designer's lifecycle, beginning with aspirational, student, and postgraduate, to emerging, and established-Member phases.

OVERVIEW EDUCATIONAL INITIATIVES

Through its Educational Initiatives, the CFDA has provided a generation of enduring support to the future of fashion via the merit-based and prestigious CFDA Scholarship Program. Students competitively develop portfolio-based submissions reviewed by an esteemed CFDA Member-based selection committee. Creative briefing is designed to prompt exploration of individual design identity combined with relevant industry parameters across a variety of design specializations, as well as sustainable fashion and social entrepreneurship. Post-graduation, the CFDA's support continues with design fellowships framed to support the transition between education and industry. In addition to financial awards, these unique, carefully curated, postgraduate opportunities provide access to mentorship, immersive industry exposure, and iterative, creative research opportunities.



SHELLEY FOX, SIMON UNGLESS, AND SARAH BROACH



JOE MEDVED, COFOUNDER/PRESIDENT, JOE'S BLACK BOOK

Fashion Education Summit

1.9 The fourth-annual 2015 Fashion Education Summit, held at the Andaz 5th Avenue, invited faculty of nineteen participating Educational Initiatives schools to gather for a day of meaningful information exchange with a shared vision to support successful academic journeys and postgraduate routes to success. Program curation was inspired by the CFDA's Design Manifesto, "DESIGN IT. PROTECT IT.," first released in 2012, the same year as the Summit's launch. During the afternoon session, the thirteen principles of the CFDA Design Manifesto were the impetus for a series of PechaKucha-style presentations where faculty collaborated in showcasing school commonalities alongside stories of their respective student communities.



TARA ST JAMES, INKA APTER, JULIE GILHART, KATIE DEGUZMAN, AND MICHAEL MILLER

2015 CFDA FASHION EDUCATION SUMMIT

PASSION INSPIRING LEADERSHIP FOR DESIGN & SOCIAL CHANGE

MODERATOR, JULIE GILHART
FASHION CONSULTANT

INKA APTER
EILEEN FISHER

KATIE DEGUZMAN & MICHAEL MILLER
K/LLER COLLECTION (2014 CFDA/LEXUS ECO-FASHION CHALLENGE WINNERS)

TARA ST JAMES
STUDY NY (2014 CFDA/LEXUS ECO-FASHION CHALLENGE RUNNER-UP)

INSPIRATION TWO SCHOOLS OF FASHION

MODERATOR, SARAH BROACH
PR & FASHION CONSULTANT

SHELLEY FOX
PARSONS SCHOOL OF DESIGN

DONNA KARAN
PROFESSOR OF FASHION & DIRECTOR, MFA FASHION DESIGN & SOCIETY

SIMON UNGLESS
ACADEMY OF ART UNIVERSITY EXECUTIVE DIRECTOR, SCHOOL OF FASHION

FASHION PECHAKUCHA

INNOVATION CALIFORNIA COLLEGE OF THE ARTS,

INTEGRITY PARSONS SCHOOL OF DESIGN, KENT STATE UNIVERSITY

EXPERIENCE PRATT INSTITUTE, THE SCHOOL OF THE ART INSTITUTE OF CHICAGO

CREATIVITY FASHION INSTITUTE OF TECHNOLOGY, UNIVERSITY OF CINCINNATI

REPUTATION ACADEMY OF ART UNIVERSITY, VIRGINIA COMMONWEALTH UNIVERSITY

RESPECT RHODE ISLAND SCHOOL OF DESIGN, STEPHENS COLLEGE

IDEAS DREXEL UNIVERSITY, COLUMBIA COLLEGE CHICAGO

CONFIDENCE MASSACHUSETTS COLLEGE OF ART AND DESIGN, MARIST COLLEGE

ORIGINALITY MIAMI INTERNATIONAL UNIVERSITY OF ART AND DESIGN, SYRACUSE UNIVERSITY

TALENT CONNECTING TALENT TO INDUSTRY

JOE MEDVED
COFOUNDER/PRESIDENT, JOE'S BLACK BOOK

Fashion Education Committee

The mission of the inaugural CFDA Fashion Education Committee is to provide an iterative, external canvas and sounding board for strategic planning of the CFDA's Educational Initiatives. Through shared opinion and dialogue, the intention is to shape, define, and build value within the fashion-education ecosystem. Members are invited to engage as advisors, acting as catalysts to support navigation of current and planned CFDA opportunity spaces charged with the goal to identify key needs and challenges from the vantage point of varied stakeholders.

2015 FASHION EDUCATION COMMITTEE
STEVEN ALAN
SARAH BROACH
SANDY DALAL
SHELLEY FOX
SARA KOZLOWSKI
DEREK LAM

TINA LUTZ
JOE MEDVED
MICHAEL SMALDONE
SAM SHIPLEY
LISA SMILOR
SIMON SPURR



Men of the Cloth Screening

On the eve of the CFDA Fashion Education Summit, faculty were invited to attend a special New York premiere screening of Vicki Vasilopoulos' documentary *Men of the Cloth*, which chronicles the heritage of Italian tailoring and the lives of three master tailors, at City Cinemas Village East in New York.

CFDA Scholarship Legacy

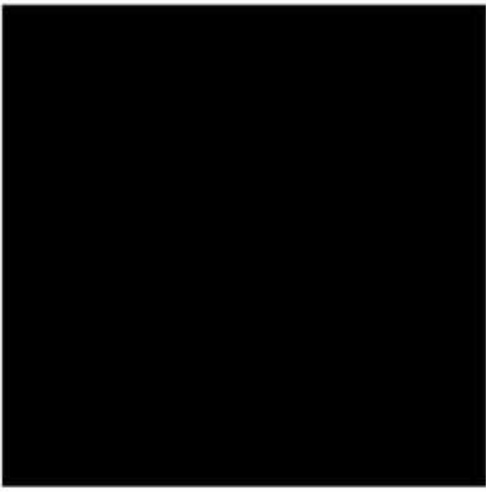
In 1986, the CFDA established an endowed scholarship at Parsons School of Design in memory of Perry Ellis, Member and former President of the CFDA. In 1996, the CFDA Scholarship Program was created to award annual merit-based scholarship grants to students in their junior year in a four-year, full-time college-level fashion design program. The Clara Hancox Scholarship Fund was added in 2007 to support the next generation of menswear designers in honor of Clara Hancox, who reported for the *Daily News Record* (DNR) from 1944 to 1993. Each year, the CFDA selects one aspiring menswear design student among the applicants within its existing Scholarship Program to receive the award. In 2014, an Excellence in Technical Design Award was added, celebrating three-dimensional design acumen.

"The impact of the CFDA's legacy of enduring support to fashion education is substantial—awarding 238 merit-based scholarships and \$1.56 million dollars. Equal to the program's financial value, through its competitive selection process, CFDA Design Scholars earn the hallmarks of recognition, honor, and prestige. Their talented vision is our fashion system's future."

—Sara Kozlowski



JENNIFER LEE



PITZY VILLAGOMEZ ORTEGA



TONGXU SHAN



SUNGHEE YOON



YOUNG SHIN HONG



JENNIFER VINH



MINSU KIM



ANH PHUONG THY DO

CFDA Scholarship Program

Since its inception in 1996, the CFDA Scholarship Program has awarded 238 merit-based scholarships totaling nearly \$1.6 million in support. As the cost of higher education continues to rise, the financial impact of the program's legacy is substantial. In March, CFDA Scholarship Committee Members reviewed 92 portfolios, resulting in a total of \$160,000 in awarded funds.

Equal to the program's financial value, through competitive selection, CFDA Design Scholars earn the hallmarks of recognition, honor, and prestige. Invitation-based participation is highly competitive, with entrants representing the best of undergraduate talent from the country's top design colleges and universities. CFDA Design Scholars are creative ambassadors who demonstrate an exemplary caliber of talent, potential, and professionalism.

An estimated 1,370 students of participating Educational Initiatives schools developed portfolio-based submissions in 2015 for the CFDA, Geoffrey Beene, *Teen Vogue*/Target, and Liz Claiborne scholarship awards. Only thirteen CFDA Design Scholars and two honorable mentions were identified.

Each student sketchbook, written statement, and portfolio received careful evaluation, followed by thorough deliberation, a process taken very seriously by each dedicated CFDA Scholarship Committee Member.

- 2015 CFDA SCHOLARSHIP SELECTION COMMITTEE**

GREG ARMAS
MICHAEL COLOVOS
LUIS FERNANDEZ
TESS GIBERSON
KAREN HARMAN
SARA KOZLOWSKI
ZAC POSEN
BEHNAZ SARAFPOUR
LISA SMILOR
- \$10,000 AWARD WINNERS**

YOUNG SHIN HONG
SAVANNAH COLLEGE OF ART AND DESIGN, GEORGIA

JENNIFER LEE
PARSONS SCHOOL OF DESIGN, NEW YORK

PITZY VILLAGOMEZ ORTEGA
ACADEMY OF ART UNIVERSITY, CALIFORNIA

Young Shin Hong was selected to receive the Clara Hancock Scholarship Award for Menswear Design
- \$5,000 AWARD WINNERS**

MINSU KIM
PARSONS SCHOOL OF DESIGN, NEW YORK

ANH PHUONG THY DO
ACADEMY OF ART UNIVERSITY, CALIFORNIA

TONGXU SHAN
PRATT INSTITUTE, NEW YORK

Tongxu Shan was also selected to receive the Excellence in Technical Design Award of \$5,000.
- HONORABLE MENTIONS**

JENNIFER VINH
FASHION INSTITUTE OF TECHNOLOGY, NEW YORK

SUNGHEE YOON
PARSONS SCHOOL OF DESIGN, NEW YORK
- CFDA Scholarship**
Awards of up to \$50,000 in total per year are discretionary, as determined by the CFDA Scholarship Committee. In March 2015, the Scholarship Committee reviewed 48 portfolios in the categories of womenswear, menswear, childrenswear, and accessories, awarding seven scholarships and two honorable mentions.
- THE FOLLOWING SCHOOLS WERE INVITED TO PARTICIPATE IN THE CFDA SCHOLARSHIP PROGRAM IN 2015**

ACADEMY OF ART UNIVERSITY
SAN FRANCISCO, CALIFORNIA

CALIFORNIA COLLEGE OF THE ARTS
SAN FRANCISCO, CALIFORNIA

COLUMBIA COLLEGE CHICAGO
CHICAGO, ILLINOIS

DREXEL UNIVERSITY
PHILADELPHIA, PENNSYLVANIA

FASHION INSTITUTE OF TECHNOLOGY
NEW YORK, NEW YORK

KENT STATE UNIVERSITY
KENT, OHIO

MASSACHUSETTS COLLEGE OF ART AND DESIGN
BOSTON, MASSACHUSETTS

MIAMI INTERNATIONAL UNIVERSITY OF ART AND DESIGN
MIAMI, FLORIDA

PARSONS SCHOOL OF DESIGN
NEW YORK, NEW YORK

PHILADELPHIA UNIVERSITY
PHILADELPHIA, PENNSYLVANIA

PRATT INSTITUTE
BROOKLYN, NEW YORK

RHODE ISLAND SCHOOL OF DESIGN
PROVIDENCE, RHODE ISLAND

SAVANNAH COLLEGE OF ART AND DESIGN
SAVANNAH AND ATLANTA, GEORGIA

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO
CHICAGO, ILLINOIS

SYRACUSE UNIVERSITY
SYRACUSE, NEW YORK

UNIVERSITY OF CINCINNATI
CINCINNATI, OHIO

VIRGINIA COMMONWEALTH UNIVERSITY
RICHMOND, VIRGINIA

Education Scholarship Program

CFDA/TeenVogueScholarship in Partnership with Target



CLOCKWISE FROM TOP LEFT: PHILLIP LIM; FRANKY TRAN AND SANGLIM LEE; DESIGNS BY SANGLIM LEE.

The CFDA/*Teen Vogue* Scholarship in Partnership with Target is an exclusive opportunity for full-time sophomore students majoring in fashion design. Applicants are challenged to create a visionary Target Guest Designer capsule collection marrying their own aesthetic with the design DNA of a selected CFDA Member in the categories of womenswear, menswear, and accessories. Sanglim Lee of Savannah College of Art and Design earned the distinction of 2015 Target Fashion Scholar and has been awarded a \$25,000 Scholarship for her safari-inspired streetwear collection based on menswear designer **Mark McNairy**’s brand. As Target Fashion Scholar, Sanglim traveled to New York to attend *Teen Vogue* University as a guest of *Teen Vogue*; met CFDA and Selection Committee Members **Phillip Lim** and Public School’s **Dao-Yi Chow** and **Maxwell Osborne**; attended the CFDA Fashion Awards in June, where her award was announced; and visited Target’s headquarters in Minneapolis.

CFDA/TEEN VOGUE SCHOLARSHIP IN PARTNERSHIP WITH TARGET SELECTION COMMITTEE
3.1 PHILLIP LIM
PHILLIP LIM
CFDA
SARA KOZLOWSKI,
LISA SMILOR
PUBLIC SCHOOL
DAO-YI CHOW,
MAXWELL OSBORNE
TEEN VOGUE
ESTHER ADAMS ACHARA,
(FORMERLY OF)
AMY ASTLEY,
ANDREW BEVAN
TARGET
GIGI GUERRA,
NORIA MORALES

CFDA/TEEN VOGUE TARGET FASHION SCHOLAR, \$25,000
SANGLIM LEE
SAVANNAH COLLEGE OF ART AND DESIGN, GEORGIA

CFDA/TEEN VOGUE TARGET FINALISTS, \$12,500 EACH
ARTHUR MORRISSET
PARSONS SCHOOL OF DESIGN, NEW YORK
AUSTIN NELSON
SAVANNAH COLLEGE OF ART AND DESIGN, GEORGIA

Liz Claiborne Design Scholarship Award

The Liz Claiborne Design Scholarship Award was established in 2009 by the CFDA and the late Art Ortenberg, Liz Claiborne’s husband and business partner. The scholarship commemorates her remarkable career and celebrates the important contribution Liz Claiborne made to sportswear, redefining the way American women dressed. Participants are challenged to translate her innovative approaches to design, merchandising, and business to contemporary fashion. A teaching curriculum specifically developed for the program gives students the chance to reinterpret

Claiborne’s design ethos, “fit the way you live,” and to dress women of the twenty-first century. The award identifies one womenswear-design student who, given the current culture and world in which today’s woman lives, best addresses her lifestyle and needs. In 2014, an additional Excellence in Technical Design Award of \$5,000 was established. The School of the Art Institute of Chicago’s **Noa Loewald Hu** is the 2015 winner of the Liz Claiborne Design Scholarship Award. Noa attended the CFDA Fashion Awards in June, where the prestigious award of \$25,000 was announced.

LIZ CLAIBORNE DESIGN SCHOLARSHIP AWARD, \$25,000
NOA LOEWALD HU
THE SCHOOL OF THE ART INSTITUTE OF CHICAGO, ILLINOIS

LIZ CLAIBORNE EXCELLENCE IN TECHNICAL DESIGN SCHOLARSHIP AWARD, \$5,000
ISABELLA SPATARO
PRATT INSTITUTE, NEW YORK

LIZ CLAIBORNE HONORABLE MENTION
JESSICA FERREIRA
SAVANNAH COLLEGE OF ART AND DESIGN, GEORGIA

LIZ CLAIBORNE DESIGN SCHOLARSHIP SELECTION COMMITTEE
LISA AXELSON
JENNIFER FISHER
SARA KOZLOWSKI
VAN LUPU
JEFF MAHSHIE
REBECCA MINKOFF
PETER SOM



Geoffrey Beene Design Scholarship Award



In 2007, a generous \$2.5 million endowment from the Geoffrey Beene Foundation expanded the CFDA Scholarship Program, increasing the CFDA’s scholarship grants, and funding the establishment of the merit-based Geoffrey Beene Design Scholarship Award. The Geoffrey Beene Design Scholarship Award celebrates the extraordinary work of the American fashion designer known for his instinctive, three-dimensional design approach. The competitive award embraces Geoffrey Beene’s architectural, whimsical, and often experimental design aesthetic. Applicants are prompted to fully explore material, shape, and form. Each year, one Geoffrey Beene Design Scholar is selected to receive a \$25,000 scholarship to defray full-time tuition costs and senior-year educational expenses. In addition, a \$5,000 Scholarship is awarded for Excellence in Technical Design. These competitive awards are based solely on merit and judged by a panel of leading industry experts. Heather Rhee, the 2015 Geoffrey Beene Design Scholar and Geoffrey Beene Excellence in Technical Design Award winner attended the CFDA Fashion Awards in June, where her achievement was announced.

GEOFFREY BEENE DESIGN SCHOLAR & GEOFFREY BEENE EXCELLENCE IN TECHNICAL DESIGN AWARD, \$30,000
HEATHER RHEE
THE SCHOOL OF THE ART INSTITUTE OF CHICAGO, ILLINOIS

GEOFFREY BEENE DESIGN SCHOLARSHIP AWARD SELECTION COMMITTEE
DOO-RI CHUNG
KEREN CRAIG
SARA KOZLOWSKI
JUSSARA LEE
RUSSEL NARDOZZA
MARY PING
LISA SMILOR

CFDA + Barneys New York HSFI Fashion Immersion

The CFDA and Barneys New York teamed up to inspire more than 30 students from the High School of Fashion Industries (HSFI). The full-day fashion immersion began in the Garment District with visits to FMI grant recipients New York Embroidery Studio, Werkstatt, and In Style USA. Students gained insights about unique career pathways in creative technical design and production, and explored digital technologies such as 3-D printing and laser cutting. The day continued with a tour of the CFDA {FASHION INCUBATOR} and a visit to jewelry designer **Gerard Yosca**’s studio. “At New York Embroidery we learned about all the techniques used to add details to garments. Workers with many years of experience added beautiful, delicate detail to high-end garments with the use of old and new machines, creating embroidery, laser

cutting, 3-D printing, screen-printing, and beading details. Being able to see all of these different embellishment techniques inspired me for my future designs and how to go about them.”—Yankarla Gonzalez, HSFI student The inquisitive HSFI students compared notes over a pizza lunch, with Fashion Targets Breast Cancer Pinkberry frozen yogurt, hosted by the Garment District Alliance. Barneys New York COO and senior executive vice president Daniella Vitale welcomed the group to the retailer’s headquarters and moderated the fashion panel discussion “Inspiring Stories: Routes to Success.” The executive panelists shared stories of their professional journeys, illuminating diverse and dynamic leadership roles in retail, brands, public relations, and operations.

OVERVIEW **CFDA+**

CFDA+ is a virtual talent lab and mark of distinction. The CFDA+ platform unites the circles of CFDA Membership and Educational Initiatives communities, striving to strengthen the transition between education and industry. Because of the challenges graduates often face as they embark on their professional journeys, and in service to the 500-plus CFDA Members who need a streamlined approach to navigating a talent pool of thousands of graduates each year, CFDA+ was established. A rigorous three-phase selection process identifies top-tier talent, across various specializations, from a global community of invited colleges.



The CFDA+ 2015 Design Graduates are a dynamic cohort of 54 designers from 21 countries representing graduates of sixteen leading U.S. and international design programs who truly are fashion’s future. They exemplify diverse talent with unique perspectives and creative acumen in womenswear, menswear, childrenswear, accessories, jewelry, textiles, and knitwear. Cumulatively they are a community of global citizens with vision, potential, and talent—tomorrow’s fashion-design thinkers, influencers, creators, and leaders who believe in the power of design and imagination, and display bold visions for the future. The CFDA+ 2015 Selection Committee included CFDA Members **Greg Armas, Siki Im, Marcia Patmos, Michael Smaldone, and Sam Shipley.**

CFDA+ and Eyes on Talents

The CFDA collaborated with Eyes on Talents to showcase the CFDA+ 2015 Design Graduates. Through the generous support of Eyes on Talents cofounder Floriane de Saint Pierre, the innovative platform offered a specific section for CFDA+ 2015 Design Graduates, providing unique yet global visibility.



CFDA+ 2015 Talent Book

The CFDA+ 2015 Design Talent Book, an interactive PDF editorial-profile showcase created especially for CFDA Members, introduced the graduates. “There is so much diverse talent graduating each year, yet it has been a challenge as an employer to connect with fashion graduates through the general career-service channels at different schools. CFDA+ is exactly what I have been looking for and is much needed by the industry.” —**Ted Kim**, founder, RVN “I am incredibly proud and humbled to become part of CFDA+! I am thrilled and truly grateful for this CFDA initiative, which gives young talent the opportunity to gain exposure to and visibility from industry leaders.” —Leonid Batekhin, CFDA+ 2015 design graduate, Parsons School of Design “The CFDA+ program is fantastic, as it is a really useful device for the fashion industry, and also for educators to see the high standard of work being produced in such a wide range of fashion courses worldwide.” —Andrew Groves, course leader, BA (Hons), fashion design, University of Westminster

CFDA+ 2015 DESIGN GRADUATES ACADEMY OF ART UNIVERSITY, SAN FRANCISCO LIVIA BOLUNG, JUAN CHEN, YIJA JIANG, MAX KUEI FENG LU, JC MUNOZ, TAM NGUYEN, JINGCI WANG CENTRAL SAINT MARTINS, UNITED KINGDOM SAM ADAIR, PIERRE CAMPO,	GABRIEL CASTRO, XUZHI CHEN, EMMA CHOPOVA DREXEL UNIVERSITY, PHILADELPHIA SHERRY SHIH-HUI CHANG FASHION INSTITUTE OF TECHNOLOGY, NEW YORK ZHAOJIE CHELSEA CHEN, CHANWONG KANG, HAN LIN, FERNANDO WEBB	MARIST COLLEGE, POUGHKEEPSIE AUDREY MAYSEK MASSACHUSETTS COLLEGE OF ART AND DESIGN, BOSTON MORGAN HILL, GLORIA IM NORTHUMBRIA UNIVERSITY, UNITED KINGDOM VICTORIA BARWOOD, AUSTE DUDZEVICIUTE, AMIE EDWARDS, LYDIA HIGGINS, BETHAN SCHAD	PARSONS SCHOOL OF DESIGN, NEW YORK LEONID BATEKHIN, JON MAX GOH, KA CHI ETHAN HON, BO KYUNG BYUN, TESLIN DOUD, LUCY JONES, TAMARA KRANTZBERG, LEECH WONHO LEE, BLAIR MOORE, EMANUEL NUNEZ, YEUNG KA WAI (JANET), KWOK YAN, MICHAEL YIP	PRATT INSTITUTE, BROOKLYN KATYA REILY RHODE ISLAND SCHOOL OF DESIGN, PROVIDENCE JU YOUNG JULIA HAN, COLIN LOCASCIO, PAUL WU ROYAL COLLEGE OF ART, UNITED KINGDOM TUGCAN DOKMEN	SAVANNAH COLLEGE OF ART AND DESIGN, SAVANNAH AND ATLANTA ALIZA GUTTMAN, KRISTEN MARIE HARVEY, SAYAKA MATSUSHITA, DEMI MUMMAW SHENKAR COLLEGE OF ENGINEERING AND DESIGN, ISRAEL GILI PELEG	UNIVERSITY FOR THE CREATIVE ARTS EPSOM, UNITED KINGDOM SHREYAA MAVANI UNIVERSITY OF CINCINNATI, CINCINNATI CAROLINE HUTH UNIVERSITY OF WESTMINSTER, UNITED KINGDOM HANNAH COOK, ROBERTA EINER, JOANNA FISHER, KATY LEES, ROBERT NEWMAN
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OVERVIEW **POSTGRADUATE**

CFDA Postgraduate programs support the transition of the graduating designer, bridging education to industry within a global landscape.



Meet the Eileen Fisher Social Innovator Trio

The CFDA Eileen Fisher Social Innovator Award provides immersive access to specialized knowledge, skills, resources, and mentorship to three selected post graduates through year-long rotational placements at Eileen Fisher. In August the CFDA and **Eileen Fisher** announced that Teslin Doud, Carmen Gama, and Lucy Jones, all graduates of Parsons School of Design, were the recipients of the first Eileen Fisher Social Innovator Award. “When announcing this award, we knew it would attract top design talent,” said Eileen Fisher. “What we didn’t expect was the extraordinary vision and raw talent these three graduates possess. We are thrilled to have them build upon our sustainability initiative, and hopefully inspire other up-and-coming designers and brands to shape the impact of design sustainability with a fresh perspective.” Each winner receives a stipend of \$50,000 and works collaboratively with Eileen Fisher’s team, utilizing her design principles to solve specific sustainability design challenges. During the inaugural 2015 residency, the trio of Eileen Fisher innovators researched and produced strategic design solutions under the Green Eileen initiative in support of Vision2020 goals.

“The CFDA applauds Fisher’s leadership role in supporting the education of designers who are interested in sustainability and providing the three winners with vast knowledge, inspiration, and guidance.”
—Lisa Smilor

Kenneth Cole Footwear+Accessory Innovation Award

For the 2015–2016 academic year, Kenneth Cole Productions and the CFDA announced the Kenneth Cole Footwear + Accessory Innovation Award, pledged with a \$1 million five-year program commitment. Dedicated to men’s and women’s accessories design (footwear and handbags), this unique postgraduate opportunity encourages focus on design specialization and interest in community-based social initiatives. Senior-year design students of invited schools are challenged to develop a portfolio-based collection. In addition to striving for design excellence, the collection’s concept is to be supported by a fully envisioned brand story encompassing a social or community-based component. Each winner that best demonstrates creative strength and professional potential in the areas of accessory design, brand storytelling, and civic engagement will be awarded the distinction of becoming a Kenneth Cole Footwear + Accessory Innovation Fellow, and will receive a twelve-month, full-time postgraduate placement with Kenneth Cole Productions. During the year-long placement, the winning designers will rotate through various areas of the Kenneth Cole Productions design team. In addition, the placement will explore the power of design to create value in society through empowered awareness, and will culminate with an applied project-based learning opportunity in the Kenneth Cole Foundation’s Corporate Citizenship division.

Professional Development

The CFDA's Professional Development programming provides Members with relevant, practical information and resources that can be put to use in operating their businesses more effectively, while also helping them to gain valuable insights and develop strategies for growth. Created exclusively for CFDA Members and {FASHION INCUBATOR} designers, the meaningful professional development workshops, seminars, and discussions are presented by engaging industry experts, influencers, and thought leaders.

OVERVIEW CFDA CONVERSATIONS

In 2014, the CFDA launched CFDA Conversations, providing an agile forum for Members to engage with and learn from experts via all avenues of the industry. CFDA Conversations topics are curated across a wide spectrum of specializations, including branding and marketing, consumer experiences, digital strategies, global sourcing, organizational culture, best practices, talent acquisition, and more. Visit CFDA.com for CFDA Conversation recaps and more details.

The Art of Hiring

1.21 The 24Seven hosted a panel discussion, “The Art of Hiring,” which was moderated by Lisa Marie Ringus, executive vice president of business development at 24Seven, and included a panel of senior-level human-resources professionals from 24Seven, Theory, Helmut Lang, Reed Krakoff, and Urban Outfitters. Topics included industry salaries and pay scales, talent search, and overseas hiring and its legal implications.



Exceptional Talent and the Bottom Line

6.30 Joe Medved, founder of Joe’s Blackbook, and his colleague Eric Puestow hosted a roundtable discussion with CFDA Members that defined best practices for identifying talent at all levels, centering on three main categories: defining exceptional talent, competing for the best talent, and integrating the recruitment of top-level talent into a company’s culture.

Creating Your Space: Branding Through Architecture

3.25 The renowned architect Koray Duman spoke to CFDA Members about creating unique and engaging retail spaces. Duman addressed the importance of intriguing customers through a thoughtful interplay of form and function to evoke a brand’s message. He also emphasized how brands can use architecture to their advantage as a force of empowerment and experimentation with customers.

Entering the European Market

1.15 “Entering the European Market” was hosted by Rene Schilder, the founder of Focus on VAT, and Colleen Collins, the COO of Alexander Wang. They discussed the tactical logistics of crossing borders, including how to minimize costs and maximize sales, supply-chain creation, and transportation and storage of goods in Europe.

Outcast Agency Storytelling in the Digital Age

6.25 Jenny Dearing, TJ Snyder, and Angela D’Arcy of the OutCast Agency hosted a CFDA Conversation and discussed storytelling in the digital age. Topics included new audience behaviors, new platforms, and new rules of the changing media and content landscape.

Taking Your Online Business to the Next Level

6.23 After first conducting an in-depth CFDA Member survey, Arvato Bertelsmann hosted a workshop about e-commerce and omni-channel strategies, with a focus on incorporating responsive-design apps, the cloud, mobile shops, and other elements that can be implemented now. The conversation closed with a Q & A spotlighting special guests Stephanie Horbaczewski, StyleHaul’s president and CEO, and John Elkaim, Olapic’s CMO. Speakers from Arvato included Andrea Mahon, vice president of business development and client solutions, Arvato North America; Dominik Dittrich, executive vice president, supply chain management for e-commerce, Arvato North America and Brazil; Laurence Jaillet, fashion development director, Arvato North America; Armand Farsi, director of e-commerce center, Arvato AG; Frank Zimmerman, CEO, Arvato Systems.



Digital Media Series with Karen Robinovitz, Digital Brand Architects

INSTAGRAM: The nuance, the art, the path to a standout feed
7.07 Karen Robinovitz, cofounder of Digital Brand Architects, kicked off her four-part series with “Instagram: The Nuance, the Art, the Path to a Standout Feed,” sharing tips and tricks for a successful Instagram that’s suited to each brand’s DNA.

SNAPCHAT: It’s not a trend. It’s not going away. And it’s getting real.
7.29 Snapchat’s Libby Conover joined Robinovitz for the second series session “The Snapchat Chat.”

THE HOLISTIC BRAND: The cross-department conversations that have to start happening (more)
8.17 Robinovitz spoke with CFDA Members about creating a holistic brand through departmental interconnectivity by using communication paths and reworking their media operations.

THE INFLUENCER: It’s a buzz word that gets tossed around freely—but it takes strategy and a budget to do well
8.26 Robinovitz concluded her four-part digital series by emphasizing that social media is here to stay, with guests Sophie Macks of @beyondthemag, Pari Ehsan of @paridust, Jamie Beck of @annstreetstudio, and Katie Rodgers of @paperfashion to participate in a roundtable with CFDA Members about how to approach an influencer.

“Take a look at the bigger picture. Be conscious of your grid—create consistencies in your design aesthetic and brand DNA”
—Karen Robinovitz

Professional Development {FASHION INCUBATOR}

OVERVIEW BUSINESS-DEVELOPMENT INITIATIVES

Pivotal to the CFDA's commitment to supporting and sustaining the success of American designers in a global economic landscape are its visionary business-development initiatives. Each program is a robust ecosystem enriched by unparalleled engagement and support opportunities. Leading industry experts provide exponential mentorship, advisement, and resources to selected participants.



CFDA {FASHION INCUBATOR}

The CFDA {FASHION INCUBATOR}, which was launched in 2010, is a business-development program designed to support the next generation of fashion designers in New York City. The mission is to help grow and sustain the businesses of the ten participating brands over the course of the two-

year program. By offering low-cost design-studio space, business mentoring, educational seminars, and networking opportunities, the {FASHION INCUBATOR} provides a way for participants to reach their full potential and become an integral part of the New York Fashion Community.

PARTICIPATING DESIGNERS 3.0 2014-2016
A PEACE TREATY
DANA ARBIB
DEZSO BY SARA BELTRAN
SARA BELTRAN
ISA TAPIA
ISA TAPIA
KAELEN
KAELEN HAWORTH
KARA
SARAH LAW
KATIE ERMILIO
KATIE ERMILIO
LUCIO CASTRO
LUCIO CASTRO
MISHA NONOO
MISHA NONOO
NOMIA
YARA FLINN

ORLEY
ALEX ORLEY, MATTHEW ORLEY, AND SAMANTHA ORLEY
LEAD UNDERWRITER
TARGET
UNDERWRITERS
W HOTELS WORLDWIDE
M-A-C COSMETICS
NEWMARK KNIGHT FRANK
BUSINESS MENTORS
STEVEN ALAN
STEVEN ALAN
KYLE ANDREW
CONSULTANT

JEFFRY ARONSSON
ARONSSON GROUP
RENEE BARLETTA
KCD
MICHAEL BASTIAN
MICHAEL BASTIAN
ARI BLOOM
A2B VENTURES
MALCOLM CARFRAE
RALPH LAUREN
SHIRA CARM
LAUNCH COLLECTIVE
MARSHALL CHEEK
CONSULTANT
ELIZABETH CHUNG
CONSULTANT
PAUL DONAHER
LAIRD AND PARTNERS
TRISH DONELLY
URBAN OUTFITTERS

CINDY EDELSTEIN
JEWELER'S RESOURCE BUREAU
JOSEPH FERRARA
FERRARA MANUFACTURING
ED FERRELL
CAMUTO GROUP
RAMYA GIANGOLA
GOGOLUXE
ULRICH GRIMM
CALVIN KLEIN
ESTEBAN GOMEZ
CONSULTANT
DOUGLAS HAND
HAND BALDACHIN & AMBURGEY LLP
JAYNE HARKNESS
J.H.G. AND PARTNERS
KEVIN HARTER
BLOOMINGDALE'S

MIKI HIGASA
KALEIDOSCOPE
MICHAEL ISAACMAN
MACK WELDON
ERIC JENNINGS
SAKS FIFTH AVENUE
SUSAN JOY
STYLIST & CREATIVE CONSULTANT
TRACY KENNARD
KENNARD & DAUGHTERS
CINDY KRUPP
KRUPP GROUP
KIT LI-PERRY
CONSULTANT
ASLAUG
MAGNUSDOTTIR
TINKER TAILOR
JENNIE MCCORMICK
RAG & BONE

LISA METCALFE
SKAIST TAYLOR
CHRISTINE PARK
CONSULTANT
ROOPAL PATEL
SAKS FIFTH AVENUE
ANDREW POLLARD
CONSULTANT
DAVID REES
TEN THOUSAND THINGS
SHAN REDDY
REDLINE CONSULTING
KAREN ROBINOVITZ
DIGITAL BRAND ARCHITECTS
PAUL ROGERS
INDUSTRY GROUP
ERICA RUSSO
BLOOMINGDALE'S

JAN-HENDRIK SCHLOTTMANN
DEREK LAM
MATTHEW SINGER
M. SINGER CONSULTING
SHELLY SOCOL
ONE ROCKWELL
SUSAN SOKOL
SUSAN SOKOL CONSULTING
BERYL SOLOMON
CONSULTANT
APRIL UCHITEL
SPRING
GARY WASSNER
HILLDUN CORPORATION
DENISE WILLIAMSON
WILLIAMSON PR & SHOWROOM

Leases and Rental Agreements

10.09 As the designers embarked on their last term in the program, Douglas Hand and David Schumeister, of Hand Baldachin & Amburgey, and real estate entrepreneur Robin Zendell led a conversation to discuss steps a designer should take when looking for a retail or work space, and how to navigate the real estate landscape.

Product Collaborations and Licensing

8.12 Target, the lead underwriter of the {FASHION INCUBATOR} program, hosted a workshop to discuss one of the many areas they know best: product collaborations and licensing. Noria Morales, Cary Leitzes (Leitzes & Co.), Wendy Santana (Oxford Industries), and Douglas Hand spoke about the collaborative design process, the advantages and disadvantages of these relationships, and the highly sought-after evergreen relationships between designers and licensors.



Karen Harvey Storytelling Workshop

4.01-4.02 Karen Harvey hosted a two-day storytelling workshop in which designers were given the opportunity to learn how to speak about their brand and business strategy to create culture and drive change.

Foundations Series

Business mentors Christine Park and Shan Reddy hosted a four-part series to discuss the fundamentals of running a small business. Each month, a new topic was covered, such as sales, cohosted by April Uchitel (Spring); operations and production, cohosted by Lisa Metcalf (Pam & Gela); human resources, cohosted by Kristy Hurt; and finance.

Finding Real Estate Space

11.09 CFDA {FASHION INCUBATOR} designers met with Matthew Mandell, senior portfolio manager at Newmark Grubb Knight Frank, to discuss tactical techniques to help find their next studio space. Mandell also conducted an interactive Q & A regarding building leases and up-and-coming fashion neighborhoods.

Professional Development {FASHION INCUBATOR}



SHELLY SOCOL

“Building a Successful Business Online” and “Creative & Photography”

4.16 Shelly Socol, business mentor and cofounder of One Rockwell, hosted a two-part workshop for the 1.0, 2.0, and 3.0 {FASHION INCUBATOR} designers to discuss areas of digital media, including creative, UX, content development, photography, SEM, and leveraging assets to help brands accelerate their performance online.



MATTHEW ORLEY, REED KRAKOFF, ALEX ORLEY, AND SAMANTHA ORLEY

An Evening with Reed Krakoff

4.21 CFDA Member **Reed Krakoff** visited the CFDA {FASHION INCUBATOR} designers in their studios and viewed their most recent collections. At the conclusion, Krakoff reminisced about his 20 years in the industry, which began when he was a student at Parsons, followed by his work for legends **Ralph Lauren** and **Tommy Hilfiger**, his taking the helm at Coach, and the launching of his namesake collection.



COLEEN SHERIN

Saks Executive Store Tour

7.17 Eric Jennings and Colleen Sherin invited the 3.0 {FASHION INCUBATOR} designers to visit Saks Fifth Avenue for a store tour. John Cruz, Saks's general manager, welcomed the designers with a light breakfast, followed by a tour of the various departments. They heard about what the Saks customer is looking for and got a sneak peek of Saks Fifth Avenue's store renovations and expansions.



MISHA NONOO AND THOM BROWNE

An Evening with Thom Browne

5.27 CFDA Member **Thom Browne** visited the {FASHION INCUBATOR} designers in their studios to see their collections and speak one-on-one with each of them about business. Afterward, designers from the 1.0 and 2.0 classes joined the group to hear Browne speak about his start in the industry as a stylist, and the importance for designers to stay true to their vision.



SANG-A IM PROPP



BRYAN BOY, STEVEN KOLB, AND DANIELLE BERNSTEIN



ISA TAPIA

Target Accessories Showcase

2.10–2.11 To kick off New York Fashion Week: Women's in February, Target sponsored an Accessories Showcase for the 1.0, 2.0, and 3.0 {FASHION INCUBATOR} accessories designers. Target toasted the participating designers in their new gallery space in Chelsea with a cocktail reception, followed by a full-day showcase featuring the fall/winter 2015 collections of Dezso by Sara Beltran, Isa Tapia, A Peace Treaty, Grey Ant, Sang A, Emanuela Duca, Kara, and Gemma Redux.



SARA BELTRAN



SARAH LAW

Market Day

2.19 On the last day of New York Fashion Week: Women's, the CFDA invited the industry at large to the {FASHION INCUBATOR} to view the fall/winter 2015 collections of each designer. The First Lady of New York, Chirlane McCray, also had the opportunity to view the collections of the ten brands.



KATIE ERMILIO AND CHIRLANE MCCRAY

LUCIO CASTRO AND CHIRLANE MCCRAY



GIGI GUERRA, NORIA MORALES, AND SUSAN JOY



ROOPAL PATEL AND SARA BELTRAN

W Hotels Activations: Inspiration Trips and More



A Peace Treaty, Bogota

Designer Dana Arbib of A Peace Treaty traveled to Colombia, where she met with local artisans to learn more about their traditional craft techniques, such as hand-embroidery and working on the desk loom. These approaches were reflected in the brand's spring/summer 2016 collection, titled Bachue.

A Peace Treaty, Chicago

Dana Arbib of A Peace Treaty created a limited-edition silk robe inspired by Chicago architecture for the W Hotel Chicago Lakeshore property. W Hotels hosted a brunch in Chicago during the Lollapalooza festival to celebrate the collaboration.

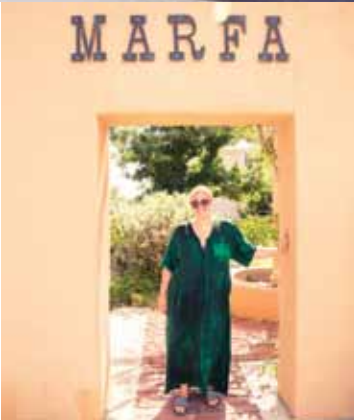


Wet Deck Collection

7.18 Designers **Sara Beltran** of Dezso, **Misha Nonoo**, and **Isa Tapia** designed a limited-edition collection for W's South Beach property that was inspired by a group trip to Vieques, Puerto Rico. To highlight this, the designer showcased looks from their resort 2015 collections at a runway show at the W South Beach during Miami Swim Week.



ISA TAPIA, MISHA NONOO, AND SARA BELTRAN



Kaelen, Southern United States Road Trip

Kaelen Haworth spent a week driving across the southern United States, from New Orleans to Mississippi, Austin, Marfa, and Dallas. Haworth had the opportunity to experience the best of the south, including dining on barbecue, visiting the Oak Alley Plantation, and shopping for handmade cowboy boots.



Lucio Castro, South by Southwest, Austin

To coincide with the start of South by Southwest, Lucio Castro hosted a breakfast at the W Hotel Austin to launch his limited-edition T-shirt, which featured hand-drawn sketches of bats and bagels, two iconic symbols of Austin and New York.



Kara, Beijing

Sarah Law visited Beijing, where she worked her way through the vast city in search of floral inspiration. Visiting the Summer Palace and Yuyuantan Park to see the cherry blossoms were some of the highlights, as was a day spent exploring the Great Wall of China.

San Francisco Showcase

11.04 CFDA {FASHION INCUBATOR} designers Alex Orley, Matthew Orley, and Samantha Orley of Orley; Dana Arbib of A Peace Treaty; Katie Ermilio; Lucio Castro; and **Misha Nonoo** visited San Francisco for the W Hotel Showcase in November. During an evening cocktail reception and presentation featuring models in their spring/summer 2016 collections, the designers had the opportunity to meet with local retailers, influencers, and members of the media. Each designer created his or her own shop in shop to display their collections.



LUCIO CASTRO



KATIE ERMILIO

OVERVIEW CFDA+LEXUS FASHION* INITIATIVE

The CFDA+LEXUS FASHION* INITIATIVE is a new business-development program designed to inspire thought leadership, facilitate the implementation of innovative business practices, and create meaningful change in American fashion, elevating the level and percentage of sustainability in apparel-, jewelry-, and accessory-design businesses.



In October 2015, building on the success of the CFDA/Lexus Eco-Fashion Challenge (2010–2014), the Council of Fashion Designers of America and Lexus announced the new CFDA+LEXUS FASHION* INITIATIVE. Ten brands have been selected to participate in a seventeen month virtual residency program, engaging in a series of workshops, field visits, and mentorship opportunities. The program approaches sustainability with a holistic focus on the environmental, social, and financial challenges faced by the fashion system

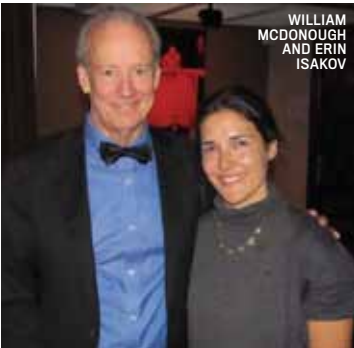
today. A key goal of the CFDA + Lexus Fashion* Initiative is to enact measurable change with maximum positive impact. Designers are exposed to a variety of strategical frameworks and literacies sharing in the intention to problem solve through new materials, processes, and systems. Through the support of volunteering expert mentors, each participant is encouraged to examine all aspects of their business model and define actionable strategies for change, such as responsible sourcing methods, ethical manufacturing, supply-chain transparency, material innovation, scalable

business strategies, and consumer literacies. At the conclusion of the program, the three brands which that most significantly evolved their companies’ ethos to a higher standard of sustainability and social responsibility will be awarded a Grand Prize of \$150,000 and two Runner-Up prizes of \$50,000 each. The initiative additionally aims to instill the professional cohort with a heightened sense of community, empowerment, and purpose by enacting the program’s principles to change design through inspiration, innovation, and imagination.



C2C and Fashion Positive Symposium

11.12–11.13 Finalists attended the Cradle to Cradle two-day symposium held at the Conrad Hotel in New York’s Financial District. The finalists downloaded about the most cutting-edge, sustainable innovations from a number of industries. Topics included circular economy and biomimicry. The evening concluded with a seated dinner hosted by noted Cradle to Cradle supporters.



William McDonough, Beyond Sustainability: Designing for Abundance

11.11 William McDonough, a globally recognized designer, thought leader, and sustainable-growth pioneer, and the preeminent voice for the world-changing power of ecologically smart design, offered guidance and mentorship to Fashion* Initiative finalists at NeueHouse.

2015–2017 FASHION* INITIATIVE Finalists



2015–2017 FASHION* INITIATIVE FINALISTS
BROTHER VELLIES
AURORA JAMES
DEZSO BY SARA BELTRAN
SARA BELTRAN
ERIN SNOW
ERIN ISAKOV
K/LLER COLLECTION
KATIE DEGUZMAN & MICHAEL MILLER

NICHOLAS K CHRISTOPHER KUNZ & NICHOLAS KUNZ
PRABAL GURUNG
SVILU
BRITT COSGROVE & MARINA POLO
TOME
RYAN LOBO
& RAMON MARTIN
WWAKE
WING YIN YAU
ZERO + MARIA CORNEJO
MARIA CORNEJO

2015–2017 ADVISORY BOARD
An Advisory Board of industry professionals who focus on socially and environmentally responsible practices selected the finalists, and will provide mentorship and knowledge throughout the seventeen-month journey:

AMBER VALLETTA
MASTER AND MUSE
ANDREA LIM
LEXUS
ANNA SCOTT CARTER
CLEAN BY DESIGN
BARBARA BURCHFIELD
CONSCIOUS COMMERCE
BURAK CAKMAK
PARSONS SCHOOL OF DESIGN

DEBERA JOHNSON
PRATT INSTITUTE
JASON KIBBEY
SUSTAINABLE APPAREL COALITION
JULIE GILHART
FASHION CONSULTANT
KRISTY CAYLOR
FORMERLY OF MAIYET
LEWIS PERKINS
FASHION POSITIVE C2C

LINDA GREER
NRDC
LISA SMILOR
CFDA
MELISSA JOY MANNING
MELISSA JOY MANNING
NATALIE CHANIN
ALABAMA CHANIN
OLIVIA WILDE
CONSCIOUS COMMERCE
ROBERT BERGMANN
RESPONSIBILITY IN FASHION

SARA KOZLOWSKI
CFDA
SCOTT HAHN
LOOMSTATE
SHAN REDDY
REDLINE CONSULTING & SIKI IM
TIMO RISSANEN
PARSONS SCHOOL OF DESIGN
TYSON TOUSSANT
BIONIC YARN



RAMON MARTIN,
RYAN LOBO,
ERIN ISAKOV,
MARINA POLO,
BRITT COSGROVE,
KATIE DEGUZMAN,
MICHAEL MILLER,
WING YIN YAU,
NICHOLAS KUNZ,
SARA BELTRAN,
PRABAL GURUNG,
AND MARIA
CORNEJO



OLIVIA
WILDE AND
PRABAL
GURUNG



NATALIE
CHANIN
AND MARIA
CORNEJO



TYSON TOUSSANT
AND ALEX TAPIA

Finalists Celebrate at Le Turtle

10.28 On the morning of October 28 the CFDA and Lexus unveiled the ten finalists of the inaugural CFDA+Lexus Fashion* Initiative to the media, and hosted a gathering for everyone involved. The kick-off celebration was hosted at Le Turtle and was attended by the ten finalists and members of the Advisory Board. The kick-off marked the first time the finalists gathered together as a group.

ANDREA LIM,
SARA BELTRAN,
AND PRABAL GURUNG

OVERVIEW MBA COLLABORATIONS

MBA Partnerships have successfully supported CFDA Members and {FASHION INCUBATOR} designers through collaborative, customized project-based consultancies and summer MBA-associate placements. First established in 2011 with New York University's Stern School of Business, the program has expanded to include additional top business schools and functions to create a symbiotic relationship between business and design.

Summer 2015 MBA Associate Program

The CFDA facilitates MBA-student candidate recruitment based on needs and target areas of focus. Successfully matched MBA students from participating programs are placed in full-time positions during the summer months. These paid summer opportunities are often structured as project-based consultancies. Alice and Olivia, Carolina Herrera, David Yurman, Kate Spade New York, Public School, and Tory Burch are among the CFDA Member brands that have participated in the past, and benefited from MBA expertise in marketing, retail, merchandising, brand/digital strategy, planning and operations, finance, and other areas.

2015 PARTICIPATING BRANDS ALICE AND OLIVIA, DAVID YURMAN, TORY BURCH

Spring 2015 CFDA/NYU Stern Collaboration

11.13 The Spring 2015 CFDA/NYU Stern MBA Program connected top MBA teams with CFDA Member companies for a three-month live-case study course elective led by Professors Joseph Ferrara and Jeffrey Carr. Ten NYU Stern teams collaborated with CFDA Member organizations to produce in-depth strategic recommendations. Collaboratively, with the support of CFDA-appointed industry mentors, each team created customized strategic retail, operational, development, and marketing recommendations.

2015 PARTICIPATING BRANDS CFDA FOUNDATION, CHRIS GELINAS, K/LLER COLLECTION, LIVIDINI & CO., LOEFFLER RANDALL, RACHEL COMEY STUDIO, RALPH LAUREN, THE RUN THROUGH, TORY BURCH, TOMMY JOHN



JOSEPH
FERRARA,
HEEJAY KANG,
EMILY CANGIE,
MIRIAM MARTZ,
AND JAMES
KUERSCHNER

Engaging with MBA Talent

10.23 Joseph Ferrara of Ferrara Manufacturing and a professor at NYU Stern School of Business moderated an interactive panel discussion highlighting the best practices to maximize project and consultancy-based opportunities with MBA students and graduates.

PANELISTS INCLUDED ALUMNI OF WHARTON, HARVARD, AND STERN WHO HAVE PARTICIPATED IN CFDA MBA PROGRAMS IN THE PAST:

EMILY CANGIE
CHIEF OPERATING
OFFICER, FLAVOR
PAPER, NYU STERN
MBA ALUMNA

**JAMES
KUERSCHNER**
PRESIDENT, KULE,
HARVARD BUSINESS
SCHOOL ALUMNUS

MIRIAM MARTZ
DIRECTOR OF
MARKETING, VENSETT,
HARVARD BUSINESS
SCHOOL ALUMNA

HEEJAY KANG
MANAGER OF STRATEGY
AND INNOVATION,
MACY'S INC., WHARTON
MBA ALUMNA

PARTICIPATING MBA SCHOOLS



Initiatives

The Council of Fashion Designers of America continued to demonstrate its impact within the industry through the expansion of three key initiatives: New York Fashion Week, the Fashion Calendar, and the Fashion Manufacturing Initiative (FMI). Each initiative significantly contributed to the structure and growth of the fashion sector in New York and beyond.

Initiatives **NYFW: Men's**



NYFW:
Men's

In July, the CFDA launched New York Fashion Week: Men's, a stand-alone showcase for American men's fashion at Skylight Clarkson Square. Featuring 44 designer shows and presentations, NYFW: Men's highlighted the breadth and diversity of American menswear, from sportswear to swimwear, streetwear to suiting; the event included global brands, established designers, and up-and-coming talents over the course of its four days.

NYFW: Men's Ambassadors



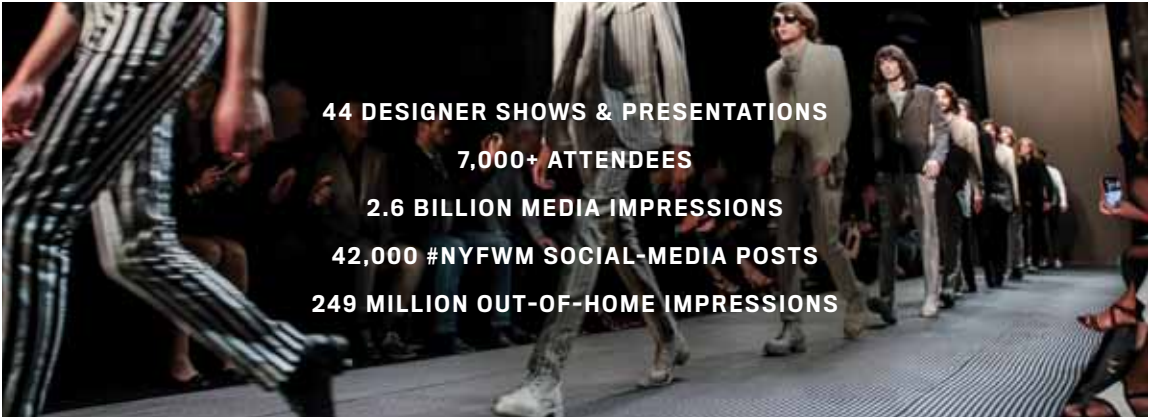
NYFW: Men's Founding Partners



The inaugural New York Fashion Week: Men's event was made possible by our founding corporate partners, with Amazon's portfolio of fashion sites leading the charge as Presenting Partner. The CFDA could not have executed this event without tremendous support from our additional partners, each of whom created unique activations to host and entertain guests in between shows.

NYFW: MEN'S FOUNDING PARTNERS
AMAZON FASHION
ART20
AXE
CADILLAC
DOCKERS
DREAMWORKS ANIMATION
EAST DANE
FASHION GPS
LOEWS REGENCY HOTELS
MYHABIT
SHINOLA
SKYLIGHT GROUP
THE NEW YORK TIMES
WWF

NYFW: **MEN'S BY THE NUMBERS**





The Fashion Calendar

The Fashion Calendar reaches over 800 subscribers and oversees all of New York Fashion Week scheduling, including for Women's, Men's, Bridal, Resort, and Pre-fall. This year, the CFDA also introduced the Market Week subscription, which provides users with market-specific access to view related events.

NYFW: Men's saw the most traffic to the Fashion Calendar. Similarly, the calendar also oversaw the media and buyers registration, bringing in many more international users. In February and September, for New York Fashion Week: Women's, the calendar provided an on-the-go, mobile-optimized version of the schedule, allowing users to navigate the shows with greater ease. Through the Fashion Calendar, the CFDA has instituted a more streamlined structure for NYFW. Participating designers are now required to submit an application to be included on the official schedule. Look for an enhanced platform debuting in 2016. Email FC@cfda.com with any inquiries.

NEW YORK FASHION WEEK UPCOMING MARKET DATES	WOMEN'S F/W 2016 FEBRUARY 11- FEBRUARY 18	HOLIDAY MARCH 7-MARCH 18 RESORT MAY 30-JUNE 10	MEN'S S/S 2017 JULY 11-JULY 14 WOMEN'S S/S 2017 SEPTEMBER 18- SEPTEMBER 20	PRE-FALL 2017 NOVEMBER 28- DECEMBER 9
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NYFW: Women's Branding Campaign

The CFDA worked with the brand-strategy and innovation agency Redscout to develop the new visual identity for New York Fashion Week. NYFW aligns all facets of the city's runway shows and presentations—from central locations to off-site venues and events—under the New York Fashion Week brand. It unifies and solidifies the global impact of the New York industry. The CFDA promoted the campaign through a joint marketing effort with NYC & Co., the City's marketing and tourism organization, and worked with venue producers, designers, and media firms to place the campaign. Laird & Partners led the campaign shoot, which took place at Amazon's studio in Williamsburg, Brooklyn.

OVERVIEW FASHION MANUFACTURING INITIATIVE

The CFDA's Fashion Manufacturing Initiative (FMI) is a capital campaign and investment fund that was launched in partnership with Andrew Rosen and the New York City Economic Development Corporation in 2013. FMI's aim is to preserve, nurture, and elevate design and manufacturing in New York City through various strategies, to ultimately connect American designers to local resources that can meet their production needs.



Over \$800,000 Awarded to 2015 FMI Grant Recipients

A driving component of the overall initiative is the annual FMI Grant Program, with which the CFDA awards financial investments to select New York City fashion production facilities to allow for the acquisition of innovative equipment, advanced technology, worker training, business consulting services, covering relocation costs, and capital improvements to the studio space to better service American designers. This year, an additional six facilities were awarded 3.0 FMI financial grants, totaling \$800,000. This brings the FMI participant roster to nineteen New York City facilities and a total of \$2 million in investment from the CFDA.

Fashion Manufacturing

The Fashion Manufacturing Initiative (FMI) is generously supported by founding partner Andrew Rosen and Theory, and premier underwriters Ralph Lauren and the Coach Foundation, along with sponsors Rue La La, Barneys New York, Rag & Bone, ENK Shows, Google, Precision Custom Coatings, CIT, Bloomingdales, Project Gravitas, and NYC Fashion Made. A special thank you to our FMI preferred vendors: Alvanon, Brother, Gerber Scientific, Lectra, and Optitex.

3.0 FMI PARTICIPANTS BESTEC CONCEPT COYOTE LEATHER & SUEDE DAVID WOLFSON & ASSOCIATES FOUR SEASONS MANUFACTURING FERRARA MANUFACTURING LE STUDIO ANTHOST	1.0 FMI PARTICIPANTS CREATE-A-MARKER HIGH PRODUCTION IN STYLE USA MARTIN GREENFIELD CLOTHIERS NEW YORK EMBROIDERY STUDIO VOGUE TOO PLEATING, STITCHING, AND EMBROIDERY WERKSTATT	FMI SELECTION COMMITTEE STEVEN KOLB PRESIDENT & CHIEF EXECUTIVE OFFICER OF CFDA ANDREW ROSEN PRESIDENT OF THEORY DON BAUM EXECUTIVE VICE PRESIDENT OF GLOBAL OPERATIONS AND CHIEF SUPPLY CHAIN OFFICER OF RALPH LAUREN VICTOR LUIS CHIEF EXECUTIVE OFFICER OF COACH MARCUS WAINWRIGHT COFOUNDER OF RAG & BONE STEVEN ALAN FOUNDER OF STEVEN ALAN MATTHEW BURNETT COFOUNDER OF MAKER'S ROW
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*All FMI Grant recipients undergo a lengthy vetting process, studio- evaluation visit, and in-person interview with the Selection Committee, along with both financial and social audits.

FMI: BY THE NUMBERS

AWARDED 21 FINANCIAL GRANTS TOTALING \$2 MILLION TO 19 NYC PRODUCTION FACILITIES

ELEVATED THE LEVEL OF TRAINING AND QUALITY OF WORKPLACE FOR 754 EMPLOYEES

11 FMI GRANT RECIPIENTS WERE ABLE TO OFFER BRAND NEW SERVICES TO THEIR CLIENTS AS A RESULT OF THE INVESTMENT

EACH FMI GRANT RECIPIENT HAS EXPERIENCED AN AVERAGE 40% INCREASE IN OUTPUT DUE TO ADVANCED PRODUCTIVITY AND ACCURACY

NYFW: ECONOMIC IMPACT

NYFW'S ANNUAL EVENTS GENERATE CLOSE TO \$900 MILLION IN TOTAL ECONOMIC IMPACT

THE FASHION INDUSTRY IS AN IMPORTANT SEGMENT OF NYC'S ECONOMY, EMPLOYING OVER 180,000 PEOPLE

Source: Congresswoman Carolyn B. Maloney, prepared with the assistance of the New York City Economic Development Corporation (2015)



Barneys & CFDA Unveil Made in New York Collection

Barneys New York, the CFDA, and the New York City Economic Development Corporation (NYCEDC) teamed up with seven influential fashion brands to release the limited-edition Made in New York collection during New York Fashion Week: Women's to support FMI.

The collection, sold exclusively at Barneys New York's flagship stores nationwide and online, included participating designers: Altuzarra, Narciso Rodriguez, The Row, Proenza Schouler, R13, Rag & Bone, and Thom Browne. Every piece in the collection was entirely produced by local New York City-based manufacturers. The aim was to raise awareness, not only domestically but also internationally, of the capabilities and knowledge of the city's fashion-manufacturing industry. Ten percent of the overall collection proceeds were donated to the FMI investment fund.

FMI Presents Sample Studios & Product Development Ateliers Showcase

11.17 For the first time, the CFDA hosted an open house at its headquarters to showcase a select group of the FMI Grant recipients, starting with its Sample Studios and Product Development Ateliers. The six FMI Participants were Design Incubator, Dye-namix, New York Embroidery Studio, Oomaru Seisakusho 2, Rainbow Leather, and Werkstatt. All CFDA Members and {FASHION INCUBATOR} designers were invited to the showcase to network with the studio owners and review samples of their work. The next open house will present the FMI Grant recipients that specialize in full-service production.



FMI Goes to Los Angeles



10.21 On the heels of a successful third year for the FMI in New York, and with the ultimate goal of supporting fashion manufacturing in a national and global economy, the CFDA headed to Los Angeles to explore the landscape of manufacturing in the area and discuss ways to support this important facet of the industry.

The CFDA and Not Just a Label (NJAL) presented "Introduction to L.A. Manufacturing" on the morning of October 21. Over 60 Los Angeles-based designers attended the breakfast, which was hosted by **Laurie Lynn Stark** and **Richard Stark** of Chrome Hearts at the brand's large Hollywood headquarters.

The CFDA and NJAL presented the different ways that they are working to preserve fashion production and artisanal techniques, domestically and internationally. **Monique Lhuillier**, **Greg Chait** of the Elder Statesman, **Laurie Lynn Stark**, and **Josh Willis** of Second/Layer shared their unique experiences, successes, and the roadblocks they faced in navigating West Coast manufacturing with their businesses. The event wrapped up with a lengthy discussion among the designers on hand, as they shared ideas, suggestions, and challenges. The CFDA looks forward to announcing the FMI expansion plans in 2016.



Third-annual Fashion Production Town Hall Meeting

6.4 The CFDA organized its third-annual Fashion Production Town Hall Meeting at FIT, hosted by Steven Kolb and Andrew Rosen. All New York City production facilities and select designers were invited to attend the forum to learn more about the FMI, as well as to share thoughts and ideas about the future of production in the city. This was also an opportunity for CFDA's five FMI preferred vendors to speak to the audience about the future of production processes, resulting from the innovative technology and advanced equipment that are being developed.

CFDA/*Vogue* Fashion Fund

The CFDA/*Vogue* Fashion Fund was established in 2003 to help emerging American design talent find continued success in the business of fashion. With the money raised, and growing industry support, the CFDA/*Vogue* Fashion Fund has contributed significant financial rewards and provided business mentoring to the winning designers. Recipients are selected by a committee of industry experts based on the exceptional talent they have already demonstrated in fashion design and their capacity for future distinction in the industry.

CFDA/Vogue Fashion Fund

FRONT ROW: RAUL AREVALO, BRAD SCHMIDT, RIO URIBE, AURORA JAMES, SCOTT STUDENBERG, BECCA McCHAREN, AND JOHN TARGON
BACK ROW: JONATHAN SIMKHAI, DAVID HART, CHRIS GELINAS, THADDEUS O'NEIL, AND MATT BALDWIN



CFDA/Vogue Fashion Fund Finalists Announcement at the Jane Hotel

7.15 It Started Here is the theme for all CFDA/Vogue Fashion Fund alumni, and on this night, it was time to herald the 2015 finalists. **Carolina Herrera** hosted the cocktail party, calling the Fashion Fund “a fantastic program” that has “done a fantastic job for this new talent.” **Joseph Altuzarra** of Altuzarra, **Prabal Gurung**, and **David Neville** of Rag & Bone announced the finalists to the crowd, which included **Andrew Rosen** of Theory; **Paul Andrew**; **Maxwell Osborne** and **Dao-Yi Chow** of Public School and DKNY; **Kenneth Cole**; and **Jenna Lyons** of J.Crew.

In 2015 the CFDA/Vogue Fashion Fund Selection Committee chose three winners. Each winner received a cash prize of \$300,000. Designers also received business mentoring from an established fashion-industry professional in areas such as planning, marketing, sourcing, producing, and exploring.

THE 2015 FINALISTS
BAJA EAST
SCOTT STUDENBERG & JOHN TARGON
BALDWIN
MATT BALDWIN
BROTHER VELLIES
AURORA JAMES
CADET
BRAD SCHMIDT & RAUL AREVALO
CG
CHRIS GELINAS

CHROMAT
BECCA McCHAREN
DAVID HART
DAVID HART
GYPSY SPORT
RIO URIBE
JONATHAN SIMKHAI
JONATHAN SIMKHAI
THADDEUS O'NEIL
THADDEUS O'NEIL

THE CVFF PROGRAM IS GENEROUSLY SPONSORED BY PARTNER UNIQLO, AS WELL AS UNDERWRITERS
AMAZON FASHION
AMERICAN EXPRESS
CALERES
CAROLINA HERRERA

COACH FOUNDATION
FOSSIL
IMG FASHION
J.CREW
KATE SPADE NEW YORK
LANE BRYANT
M-A-C COSMETICS
NEIMAN MARCUS
NORDSTROM

RAG & BONE
REED KRAKOFF
SYCAMORE PARTNERS
THEORY
TIFFANY & CO.
TUMI
WESTFIELD WORLD TRADE CENTER
VOGUE



Five Years of J.Crew Collaborations

6.2 For its fifth and final year as the title partner of the CFDA/Vogue Fashion Fund, J.Crew celebrated five years of collaborations with winners and runners-ups at its Fifth Avenue location. The evening kicked off with a designer conversation for fashion students. CFDA Editorial and Communications Director Marc Karimzadeh moderated the panel, which featured **Joseph Altuzarra**, **Paul Andrew**, **Dao-Yi Chow**, **Prabal Gurung**, **Tabitha Simmons**, and **Maxwell Osborne**. After the talk, customers were able to shop the exclusive collections—designed by Andrew, Eva Fehren’s **Eva Zuckerman**, and Ryan Roche—at the store.

Kate Spade Experiential Marketing Challenge

8.5 Kate Spade New York, an industry leader in advertising and branding, asked the CFDA/Vogue Fashion Fund finalists to distinguish themselves with limited resources in a world oversaturated with visual images. The designers were asked to imagine an event—a real-life experience or happening reflective of their brand’s DNA—to rise above the noise and create emotional engagement and buzz around their brand. Judges included **Deborah Lloyd**, chief creative officer of Kate Spade New York, and past CFDA/Vogue Fashion Fund designers **Pamela Love** and Rag & Bone’s **Marcus Wainwright** and **David Neville**.



CFDA/Vogue Fashion Fund



CFDA/Vogue Fashion Fund in Los Angeles

10.20 For the final stage before the 2015 winners were announced, the ten finalists brought their collections to the Chateau Marmont hotel in West Hollywood. The show and afternoon tea were presented by Amazon Fashion and hosted by Kim Kardashian West, Kanye West, Cathy Beaudoin of Amazon Fashion, and *Vogue*'s Mark Holgate and Lisa Love. Reminiscent of a flash mob, the show featured marching-band drummers, several children, at least one man on a skateboard, and a number of dogs on the runway, including Irene Neuwirth's pooch Teddy. The audience included Reese Witherspoon, Solange Knowles, Jaime King, Chrissy Teigen, and John Legend, as well as CFDA Members such as Francisco Costa, Rachel Zoe, Rachel Roy, Juan Carlos Obando, Scott Sternberg, Greg Chait, Jennifer Meyer, and Kate Mulleavy.

The night before, the Los Angeles leg of the CFDA/Vogue Fashion Fund journey had kicked off with the Instagram Challenge. In partnership with Instagram, each finalist was asked to concept and execute a fifteen-second video that distills and communicates their brand DNA with an eye to Los Angeles, which they posted on the platform. Members of the CFDA/Vogue Fashion Fund Selection Committee—Steven Kolb, Jenna Lyons, Ken Downing, Reed Krakoff, and Mark Holgate, along with guest judges Instagram's Eva Chen and *Vogue*'s Sally Singer—gathered at Neuhouse to judge the results of the challenge. Following this, CFDA Members Greg Chait, Jennifer Meyer, Irene Neuwirth, Clare Vivier, and Sophie Buhai were among those celebrating the finalists at a welcome cocktail hosted by Chen, Singer, Zendaya, and past L.A.-based Fashion Fund finalists.



The Fashion Fund Moves to Amazon

10.02 Amazon announced that it will feature the new season of *The Fashion Fund*, the original unscripted series produced by Condé Nast Entertainment and Ricki Stern and Annie Sundberg of Break Thru Films. It will stream on Amazon with ten 30-minute episodes, and will be timed to the arrival of the finalists' spring 2016 collections. Amazon Fashion will also offer a dedicated retail experience featuring the designers.

Fossil Design Challenge

10.13 One World Trade Center was the setting for this year's CFDA/Vogue Fashion Fund Design Challenge cocktail event, hosted by Anna Wintour and Diane von Furstenberg. As the Challenge's underwriter, Fossil asked each brand to create a look for a preassigned cultural activity, which plays into the brand's ethos to appeal to the culturally curious. Each assigned event reflected a specific cultural movement—whether it was attending a ballet at Lincoln Center, walking the red carpet at the New York Film Festival, or flying out to Nevada for Burning Man, the designers were asked to be “curiously clever” in creating a look that their model (and date for this occasion) could wear.



- | | | | | |
|--|---|--|---|---|
| BAJA EAST
THE NEW YORK CITY BALLET FALL GALA | BROTHER VELLIES
AUSTIN CITY LIMITS INDIE-MUSIC FESTIVAL | CHROMAT
DIA: BEACON FALL NIGHT | DAVID HART
THE BROOKLYN BOOK FESTIVAL | JONATHAN SIMKHAI
THE NEW YORK FILM FESTIVAL |
| BALDWIN
THE GUENTER SEEGER NY RESTAURANT OPENING | CADET
THE HAMILTON MUSICAL | CG
MODERNISM WEEK PREVIEW | GYPSY SPORT
STAR WARS: THE FORCE AWAKENS PREMIERE | THADDEUS O'NEIL
BURNING MAN FESTIVAL |



M·A·C Design Collaboration

12.14 M·A·C Cosmetics officially unveiled a new partnership with the CFDA/Vogue Fashion Fund to offer one alumni womenswear brand the chance to create a capsule color collection as part of a challenge. Juan Carlos Obando, Tome, Cushnie Et Ochs, Tanya Taylor, and Chromat were chosen to create a concept for a six-piece makeup collection that translates their runway aesthetic to the world of beauty. Judged by a panel including M·A·C creative director James Gager, the winning label will receive a \$50,000 prize and have its concept produced for retail in late 2017.



Americans in Paris

SAMANTHA ORLEY,
MATTHEW ORLEY,
ALEX ORLEY,
RYAN ROCHE,
EVA ZUCKERMAN,
JAKE SARGENT,
JENNIFER FISHER,
ALEJANDRO INGELMO,
TANYA TAYLOR,
RYAN LOBO,
BRETT HEYMAN,
AND GIGI BURRIS



GIGI
BURRIS



NATALIE
LEVY



JAKE SARGENT
AND DANIEL
CORRIGAN

3.6-3.9 + 10.2-10.5 For the eighth and ninth times, the CFDA/Vogue Fashion Fund held its Americans in Paris showcase at 8 Rue de Valois during Fashion Week. The showroom, generously underwritten by TUMI, provides past finalists with a global platform as the biannual Paris collections attract press and retailers from around the world. For the first time, the October edition also featured the Parisian Breakfast & Instagrammable First Look at the #AmericansinParis Showroom for local bloggers, as well as Instagrammers in town for Paris Fashion Week.

PARTICIPATING DESIGNERS: MARCH
ALEJANDRO INGELMO
ALEJANDRO INGELMO
EDIE PARKER
BRETT HEYMAN
EVA FEHREN
EVA ZUCKERMAN
GIGI BURRIS
MILLINERY
GIGI BURRIS
JENNIFER FISHER
JENNIFER FISHER
ORLEY
ALEX, MATTHEW &
SAMANTHA ORLEY
RYAN ROCHE
RYAN ROCHE
SIMON MILLER
DANIEL CORRIGAN
& JAKE SARGENT
TANYA TAYLOR
TANYA TAYLOR
TOME
RYAN LOBO &
RAMON MARTIN

PARTICIPATING DESIGNERS: OCTOBER
EDIE PARKER
BRETT HEYMAN
EVA FEHREN
EVA ZUCKERMAN
GIGI BURRIS
MILLINERY
GIGI BURRIS
GREY ANT
GRANT KRAJECKI
& NATALIE LEVY
ORLEY
ALEX, MATTHEW &
SAMANTHA ORLEY
RYAN ROCHE
RYAN ROCHE
SIMON MILLER
DANIEL CORRIGAN
& JAKE SARGENT
TANYA TAYLOR
TANYA TAYLOR



STEVEN KOLB,
JONATHAN SIMKHAI,
AURORA JAMES,
DIANE VON
FURSTENBERG,
RIO URIBE,
AMANDA SEYFRIED,
RICCARDO TISCI,
AND ANNA WINTOUR



SCOTT STUDENBERG,
IMAAAN HAMMAM,
AND JOHN TARGOV



ZAC POSEN AND
DEMI MOORE



AURORA JAMES,
JONATHAN SIMKHAI,
AND RIO URIBE



ZENDAYA



LORDE
AND
AMANDA
SEYFRIED

CFDA/Vogue Fashion Fund Awards Gala

11.2 The twelfth-annual CFDA/Vogue Fashion Fund culminated with a surprise. For the first time since the fund was created in 2003, the Selection Committee named three equal winners: Aurora James of Brother Vellies, **Jonathan Simkhai**, and Rio Uribe of Gypsy Sport. Each received \$300,000 and a year of mentoring. The gala dinner, generously supported by Westfield World Trade Center, took place at Spring Studios, and was attended by Karlie Kloss, Zendaya, Victor Cruz, Ladyfag, Harvey Weinstein, **Francisco Costa**, and **Vera Wang**, as well as past winners Jack

McCollough and **Lazaro Hernandez** of Proenza Schouler, **Joseph Altuzarra**, **Billy Reid**, and **Paul Andrew**, among others. In her remarks, CFDA Chairman **Diane von Furstenberg** thanked her fellow Selection Committee members, and made a special call-out to the Fashion Fund alumni in the room. "It is always so touching and wonderful when you come back each year to support the new group," she said. "We watch you continue to grow and we are proud of your success." Amanda Seyfried introduced keynote speaker Riccardo Tisci, who participated in a conversation with *Vogue's* Hamish Bowles.

CFDA Fashion Awards

The annual event, known as the Oscars of fashion, recognizes the outstanding contributions made to American fashion by individuals from all areas of the industry and related arts, with awards being given for design excellence in womenswear, menswear, and accessories, as well as extraordinary accomplishments in journalism, creative vision, and lifetime achievement. Nominations for each award category are submitted by The CFDA Fashion Awards Guild, an invitation-only network composed of top fashion retailers, journalists, stylists, influencers, and the 500+ Member designers of the CFDA. The nominees, as well as recipients of the honorary awards, are ratified by the CFDA Board of Directors.

Fashion Awards



ARIEL OVADIA, PAUL ANDREW, RYAN ROCHE, EVA ZUCKERMAN, MAXWELL OSBORNE, DAO-YI CHOW, ALEX ORLEY, SHIMON OVADIA, RACHEL MANSUR, AND SAMANTHA ORLEY



EVA ZUCKERMAN



SHAYNE OLIVER



MATTHEW, SAMANTHA, AND ALEX ORLEY

Swarovski Nominees Channel Disruption Theme

5.11 “Disruption” was the single direction given to the nine 2015 CFDA Swarovski Nominees for one-of-a-kind crystallized objets d’art. The designers chose to customize an item they deemed disruptive using Swarovski crystals, of course. Their different takes on the meaning are evident in the array of objects, ranging from a backgammon set to a traffic drum. At an event hosted by Swarovski at the Gramercy Park Hotel, the objects were showcased to a room of over 150 designers, editors, and influencers, including CFDA Members Irene Neuwirth, Rebecca Minkoff, Shane Gabier and Christopher Peters of Creatures of the Wind, Yigal Azrouël,

Stan Herman, Jeffrey Banks, Erin Fetherston, Albertus Swanepoel, Tina Lutz, and Bibhu Mohapatra. Other notables who came to toast the nominees were Natalie Joos, Leandra Medine, Claire Distenfeld, Lindsay Ellingson, and Alexandra Agoston. The pieces were now available for bidding through Paddle8, with proceeds benefitting Free Arts NYC, a nonprofit organization that provides under-served children and families with a unique combination of educational arts and mentoring programs that help them build the self-confidence and resiliency needed to realize their fullest potential.



ALTUZARRA



ALEXANDER WANG



MARC JACOBS



HOOD BY AIR

6.1 Barnaby Roper, known for his dark and moody pictures, photographed 2015 CFDA Fashion Awards nominees, honorees, and models, such as Karlie Kloss and Joan Smalls, for the 2015 CFDA Awards Journal. Trey Laird of Laird +Partners served as the creative mastermind behind this annual printed homage to the Awards, which also includes excerpts by Karl Lagerfeld on Pharrell, Franca Sozzani on Valentino’s Maria Grazia Chiuri and Pierpaolo Piccioli, Leandra Medine on Instagram, and Jenna Lyons on Millard “Mickey” Drexler. Additionally, for the first time ever, the journals were printed in hardcover and delivered to the attendees before the event in Lexus vehicles.

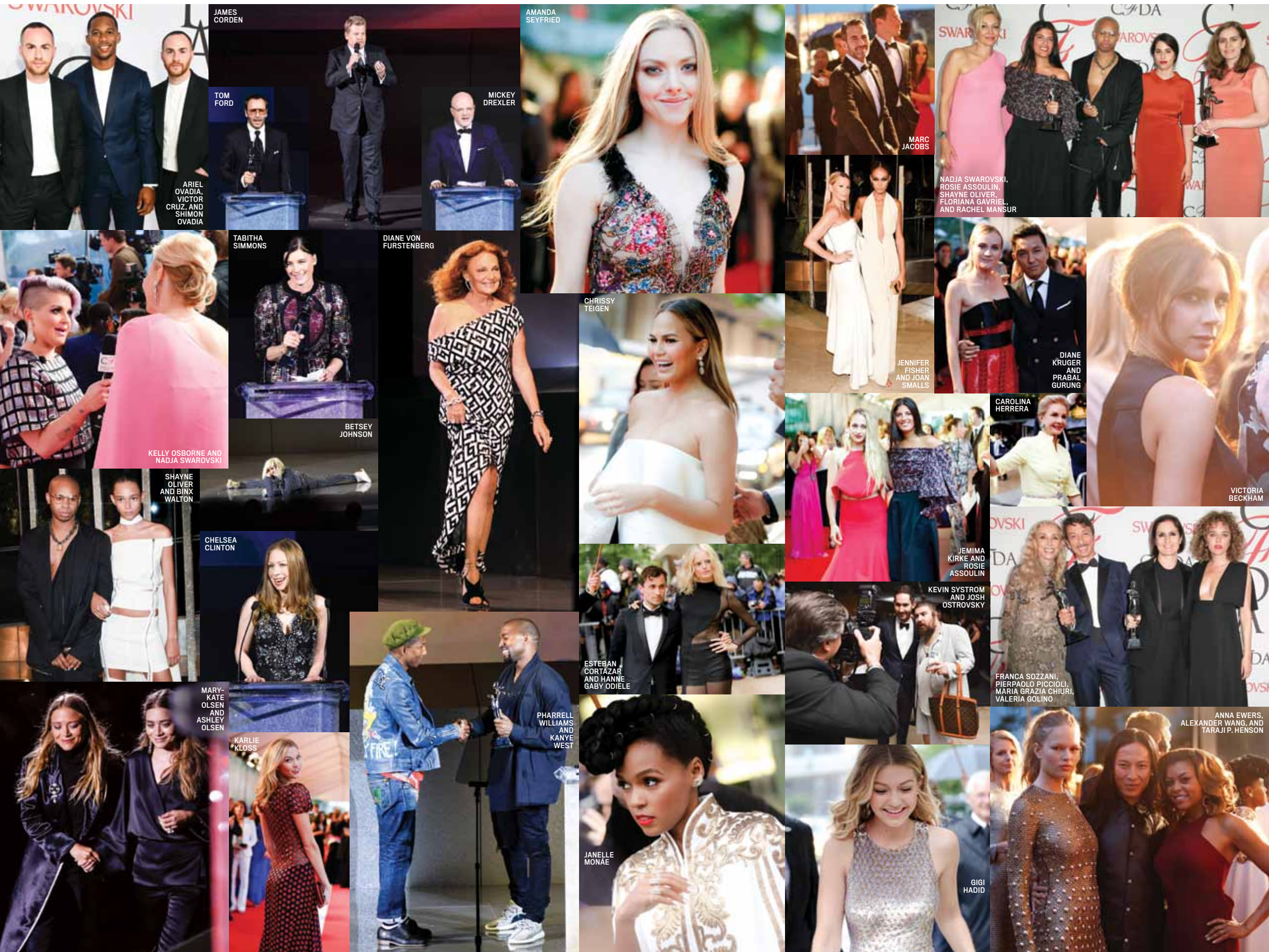
CFDA Fashion Awards Nominee and Honoree Announcement



FRONT ROW: MARY-KATE OLSEN, ASHLEY OLSEN, BETSEY JOHNSON, SAMANTHA ORLEY, EVA ZUCKERMAN, ARIEL OVADIA, AND SHIMON OVADIA. MIDDLE ROW: ROSIE ASSOULIN, SHAYNE OLIVER, TIM COPPENS, PAUL ANDREW, MATTHEW ORLEY, ALEX ORLEY, AND THOM BROWNE. BACK ROW: DAO-YI CHOW AND MAXWELL OSBORNE

3.16 Designers, including Vera Wang, Gilles Mendel, Italo Zucchelli, Jennifer Fisher, Kristy Caylor, Pamela Love, and Mimi So, gathered at Top of the Rock at Rockefeller Center for the announcement of the 2015 CFDA Fashion Awards nominees and honorees. Geoffrey Beene Lifetime Award honoree Betsey Johnson jumped on stage and took to the Swarovski crystal-adorned podium to give an impromptu, unplanned acceptance speech: “I am so sorry, I just want to say this is the ultimate beyond, Oh-My-F-G moment, and I didn’t think I would ever want it because I didn’t want to be 72.” “You deserve everything,” Diane von Furstenberg chimed in. Johnsons was just one of many awards that received thunderous applause from the crowd, which included most nominees and honorees, as well as Leandra Medine, Lily Kwong, and Ruth Finley.

Fashion Awards



CFDA Fashion Awards

6.1 The international fashion community gathered at Alice Tully Hall in New York City to celebrate the best in American design at the CFDA Fashion Awards, which was held in collaboration with Swarovski. The event, which honored the theme of “Disruption” seen in many of the nominees work, was hosted by James Corden and recognized the outstanding contributions made to American fashion by individuals from all areas of the industry and related arts. Viewers were able to tune into complete Awards coverage, including red carpet and ceremony videos, on CFDA.com.

- 2015 CFDA FASHION AWARDS**

WOMENSWEAR DESIGNERS OF THE YEAR
ASHLEY OLSEN & MARY-KATE OLSEN FOR THE ROW

MENSWEAR DESIGNER OF THE YEAR
TOM FORD

ACCESSORIES DESIGNER OF THE YEAR
TABITHA SIMMONS

SWAROVSKI AWARD FOR WOMENSWEAR
ROSIE ASSOULIN

SWAROVSKI AWARD FOR MENSWEAR
SHAYNE OLIVER FOR HOOD BY AIR

SWAROVSKI AWARD FOR ACCESSORY DESIGN
RACHEL MANSUR & FLORIANA GAVRIEL FOR MANSUR GAVRIEL

GEOFFREY BEENE LIFETIME ACHIEVEMENT AWARD
BETSEY JOHNSON
- MEDIA AWARD, IN HONOR OF EUGENIA SHEPPARD**
INSTAGRAM

FOUNDERS' AWARD
MILLARD "MICKEY" DREXLER

THE INTERNATIONAL AWARD
MARIA GRAZIA CHIURI AND PIERPAOLO PICCIOLI OF VALENTINO

THE FASHION ICON AWARD
PHARRELL WILLIAMS

THE CFDA WOULD LIKE TO THANK THE 2015 OFFICIAL SPONSORS OF THE CFDA FASHION AWARDS
SWAROVSKI
M·A·C COSMETICS
LEXUS
GOOGLE PLAY
REFINERY29
VEUVE CLICQUOT
MAESTRO DOBEL
ERNST & YOUNG

Philanthropy

The Council of Fashion Designers of America (CFDA) Foundation is a separate not-for-profit organization that was created to raise funds for charity and industry activities. Specifically, the CFDA Foundation fund-raises annually for Fashion Targets Breast Cancer, which supports breast cancer patient care, HIV/AIDS treatment, and disaster relief. Through innovative partnerships with brands, retailers, and CFDA designers, the Foundation is able to leverage fashion and effectively generate awareness and funds for these charitable causes.



CFDA and MyHabit: Give With Style

The CFDA partnered with MyHabit for a second time on Give with Style, a campaign that brings together top CFDA Members to offer steep discounts on designer merchandise. CFDA secured supermodel Linda Evangelista as the face of the campaign. “I was more than happy to lend my support,” Evangelista said. “The CFDA Foundation has done important work over the years, and supported many causes that are very dear to me.”

The online shop featured over 50 CFDA designers’ brands, such as Alexander Wang, David Yurman, Diane von Furstenberg, Kate Spade, Mara Hoffman, Marc Jacobs, Rag & Bone, Ralph Lauren, Reed Krakoff, Tommy Hilfiger, Tory Burch, and Zero + Maria Cornejo. At least 75 percent of the purchase price from each sale supported CFDA’s charitable initiatives.

In 2015, the sale raised over \$150,000 for multiple charitable organizations, including Prabal Gurung’s Shikshya Foundation Nepal charity, which provided aid to the victims of the recent earthquake in Nepal.

“I was more than happy to lend my support. The CFDA Foundation has done important work over the years, and supported many causes that are very dear to me.”

—Linda Evangelista

Raising Funds For: HIV/AIDS

The CFDA Foundation continues to support raising funds for HIV/AIDS. CFDA started fund-raising for HIV/AIDS with the advent of Seventh on Sale, which was founded in 1990 in tandem with *Vogue* magazine. In its first three incarnations (1990 in New York City, 1992 in San Francisco, and 1995 in New York) the initiative raised more than \$11 million, which was distributed by the New York City AIDS Fund to benefit HIV/AIDS organizations. The 2005 relaunch of Seventh on Sale, available for the first time online through eBay, brought in an additional \$1.7 million for the cause, which was distributed through opportunity grants and requests for proposal via The New York Community Trust.

Beneficiaries over the years have included dozens of worthy organizations, like AIDS Community Research Initiative of America (ACRIA), Alpha Workshops, amfAR, Gay Men’s Health Crisis, God’s Love We Deliver, Greenhope Services for Women, Harlem United Community AIDS Center, HIV Law Project, and the Latino Commission on AIDS, among many others.



MADONNA, 1990.
BY JOHN GERMAIN



STEVEN KOLB, FRANCISCO COSTA, AND ALEXANDER GILKES

Raising Funds For: Disaster Relief

As natural disasters have begun to occur more frequently, the CFDA has taken the lead in galvanizing the industry. Now, the CFDA is embracing a more proactive role in fund-raising year-round through initiatives such as MyHabit’s Give with Style campaign.

CFDA and Paddle8 Art & Fashion Auction

For fashion designers, inspiration can come from any place at any time, but more often than not, they cite a specific artist or work of art as informing the creative process. Cue the Art x Fashion online auction, a partnership between the CFDA and Paddle8 that went live in November. The auction featured works of art selected by CFDA Members that inspired their designs and overall creativity. “The worlds of art and fashion have always been intertwined, and with this auction we have the great privilege of witnessing how various artists have influenced some of the greatest creative minds of our time,” said Paddle8 cofounder Alexander Gilkes. “Art x Fashion marks an exceptional opportunity for collectors to acquire works of art that have had a genuine impact on the vision of these groundbreaking designers.”

#Fashionisart with Alice+Olivia




DOMINGO ZAPATA AND STACEY BENDET

Merging fashion with art, the CFDA launched a collaboration with **Stacey Bendet** of Alice + Olivia that will help support the CFDA Foundation. The three-year partnership has Bendet working with three artists to create one-of-a-kind pieces to be auctioned off, with 100 percent of the proceeds going to the CFDA Foundation. Versions of these items will then be featured in a capsule collection available at Alice + Olivia stores and other retail partners, with 50 percent coming back to support the CFDA Foundation as well. For the first collaboration, which was available on Paddle 8, Bendet partnered with artist Domingo Zapata. The designer celebrated the launch of the collection at Zapata’s home and studio on Gramercy Park, with notable guests such as Kelly Rutherford, Andrew Rosen, Mary-Louise Parker, **Rachel Roy**, and **Diane von Furstenberg**.

Raising Funds For:
Fashion Targets Breast Cancer

Fashion Targets Breast Cancer (FTBC), a charitable initiative of the CFDA Foundation, marshals the goodwill and services of every element of the fashion industry—including fashion designers in the U.S. and around the world, leading retailers, the world’s most famous models and celebrities, and photographers, as well as media, advertising, and PR firms—to raise national and international awareness and funds for the breast cancer cause. The initiative was started in 1994 by **Ralph Lauren**, and to date has raised \$55 million globally.

With the proceeds from FTBC campaigns worldwide, the CFDA Foundation provides meaningful help to all women concerned about or diagnosed with breast cancer by providing access to reliable health information and quality care, and by supporting the distribution of innovative information, education, and outreach via patient navigators, that impacts the broadest number of women possible.



FTBC: BY THE NUMBERS

21 YEARS

\$55 MILLION DOLLARS RAISED

7 CURRENT GRANTS

CURRENTLY PROVIDING NAVIGATION, EDUCATIONAL, AND SUPPORT SERVICES TO 3,000 WOMEN

8 INTERNATIONAL COUNTRIES

FTBC Thanks its Supporters

ABLE MADE
“People want to look good and feel good, and if you can connect with them through something bold that gets consumers’ attention, they will be open to the story you want to share with them.”
—**Suzanne McKenzie, Able Made**

COMMANDO
“We are so honored to support Fashion Targets Breast Cancer. As an intimate-apparel designer, the impact of this disease on women’s lives and self-image hits very close to home. We all know someone who has been affected by breast cancer.”
—**Kerry O’Brien, Commando**

M.PATMOS
“Breast cancer touches everyone’s lives, either directly or indirectly, and so initiatives like Fashion Targets Breast Cancer are very important to support.”
—**Marcia Patmos, M.Patmos**

PINKBERRY
Throughout October, Pinkberry made a donation to FTBC for every flavor sold in store. Additionally, Pinkberry customers were able to engage with FTBC by making a donation on behalf of a breast cancer survivor when they checked out.

S'WELL BOTTLE X BCBG
“Throughout the years, FTBC has continually worked with leading members of the fashion industry, and I was thrilled to be able to honor all the remarkable work they do for women and families, and to help raise awareness for a truly important cause.”
—**Lubov Azria, BCBG**



What is a Patient Navigator?

Since 2011, the CFDA Foundation has partnered with the New York Community Trust to identify leaders in the field of breast cancer treatment, with a focus on expanding patient-navigator programs.

In some communities, low-income, minority, and immigrant women do not seek routine cancer screenings because of cultural or educational barriers, lack of health insurance, or access to primary-care physicians. As a result, several of these women are diagnosed with late-stage cancer by the time they seek treatment,

and mortality rates for them are high. Patient navigators are trained paraprofessionals who have been found to be critical in helping women seek screenings and, when diagnosed, receive treatment. Navigators serve as the liaison between physicians and patients, helping with every stage of the breast cancer process. When individuals want to stop treatment in order to better care for their children, or because they lack transportation, a navigator will intervene and help find a solution. Sometimes it is

cooking dinner for the patient’s family or driving the patient to her appointment. In addition to social support, navigators have been critical in educating patients on their diagnosis and helping them understand the health-care system. By eradicating barriers to seek screenings and treatment, patient navigators are helping to decrease mortality rates in these areas. Fashion Targets Breast Cancer currently allocates grants to seven breast cancer patient-care facilities on the East and West coasts. —**KRISTINE KELLER**

Fashion Targets Breast Cancer International

The success of Fashion Targets Breast Cancer led the CFDA Foundation to license the FTBC symbol and campaign model for use in other countries. Each respective FTBC campaign partners with retailers, creates a national advertisement with the country’s respective top models and photographers, and fund-raises for a local breast cancer charity.

- FASHION TARGETS BREAST CANCER THANKS ITS INTERNATIONAL PARTNERS**

AUSTRALIA
BRAZIL
CANADA
CYPRUS
GREECE
IRELAND
MEXICO
UNITED KINGDOM
- FTBC 2015 GRANTS**
CELEBRATE LIFE CANCER MINISTRY
NEW YORK HOSPITAL QUEENS
MAIMONIDES MEDICAL CENTER
- OLIVE VIEW HOSPITAL**
RALPH LAUREN CENTER FOR CANCER CARE AND PREVENTION
- SHARE (SELF HELP FOR WOMEN WITH BREAST OR OVARIAN CANCER)**
SOUTHERN LOS ANGELES PATIENT NAVIGATION AND WELLNESS CENTER
- REACH OUT**
IF YOU ARE INTERESTED IN BECOMING AN FTBC PARTNER, PLEASE REACH OUT TO MARKETING @CFDA.COM

Strategic Partnerships Group

The CFDA's Strategic Partnerships Group (SPG) creates exclusive business opportunities for CFDA Members. Businesses can become part of SPG either as a Corporate Affiliate or by offering exclusive Member benefits. Corporate Affiliates are businesses who join the CFDA and gain access to the Membership by creating meaningful business-driven benefits for CFDA Members. SPG examines where there are gaps between businesses and CFDA Members, and seeks to fill those gaps through the creation of innovative and resourceful collaborations and partnerships.

Strategic Partnerships Group

Banana Republic x Timo Weiland Collaboration



9.2 The CFDA and Banana Republic launched a new partnership that supports emerging designers based in America, as well as American manufacturing. The collaboration features one limited-edition womenswear collection with a New York talent for 2015, and a second collection with a Los Angeles-based menswear brand. Timo Weiland, Alan Eckstein, and Donna Kang of Timo Weiland were chosen as the New York label to create a spring 2016 women's capsule collection that was designed, cut, and sewn exclusively in New York. The collection was cut and sewn by Sunrise Studio, a CFDA FMI grant winner, and was shown as part of Banana Republic's New York Fashion Week: Women's presentation on September 12. The Los Angeles-based menswear designer will be disclosed in the spring of 2016, and will create a capsule collection exclusively produced in L.A. for fall 2016.

CFDA'S 2015 STRATEGIC PARTNERSHIPS GROUP
AMERICAN EXPRESS
BANANA REPUBLIC
BARBIE/MATTEL
CBIZ
CREDIT SUISSE
COVET FASHION
DESIGNERS & AGENTS
EBAY
ESTABLISHED BRANDS
FORWARD BY ELYSE WALKER
GOOGLE
INTEL
MILANO UNICA
MYHABIT
NFL
POPSUGAR
REFINERY29
SINGAPORE FASHION WEEK/MERCURY M&C
SMARTWATER
SPRING
STARBUCKS
S'WELL
THE STANDARD
TIDE/PROCTOR & GAMBLE



Spreading Love with eBay

The CFDA and eBay have a longstanding partnership to benefit the CFDA Foundation. For 2015, the CFDA chose Pamela Love to create a capsule collection exclusively for eBay. The six-piece holiday collection featured a feather-embellished bracelet and necklace, as well as starburst-studded earrings, and launched on Giving Tuesday, with proceeds benefitting Fashion Targets Breast Cancer (FTBC).

Covet Fashion

6.11 The CFDA launched a partnership with Covet Fashion, an interactive mobile experience that allows consumers to virtually shop, style, and purchase their favorite items directly from leading brands. The CFDA worked with Covet Fashion on monthly CFDA-branded, in-app styling challenges with CFDA Members prominently featured, based around actual events and initiatives of the CFDA. The CFDA's partnership marked a new and innovative way for up-and-coming designers within the CFDA Membership to not only be seen by consumers across the U.S. but engage with them in an organic way.



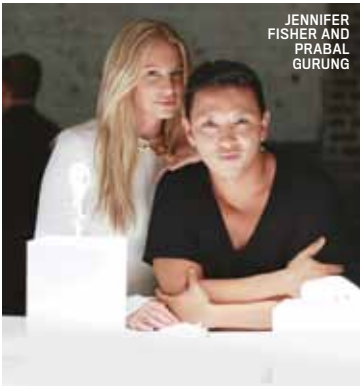
CFDA and Refinery29 Spotlight Series

As part of the Spotlight Series, CFDA's Steven Kolb, Neiman Marcus's Ken Downing, and Refinery29's Christene Barberich hosted an intimate dinner in honor of CFDA member Rachel Zoe at the Los Angeles eatery Terrine. CFDA Members Jennifer Meyer, Greg Chait, Lubov Azria and Clare Viver, along with singer Lykke Li, Derek Blasberg, Caroline Vreeland, and Grace Gummer, joined to show their support for the designer, celebrity stylist, and television personality. The CFDA, Neiman Marcus, and Refinery29 brought the series to New York City for a second iteration, where the industry honored Tabitha Simmons for her innovation and recent CFDA Fashion Award. Attendees included Andrew Rosen, Alexa Chung, Lily Aldridge, and Tali Lennox.



Fashionably on Time: CFDA x Google Android

For the collaboration between the CFDA and Google Android, CFDA Members Cynthia Rowley and Lisa Salzer created unique watch faces that brought an innovative and fashionable spin to Google's collection of watch faces. Both designs were available to download at the Google Play Store.



American Express x CFDA

American Express partnered with Jennifer Fisher during NYFW, providing card members with a conversation moderated by CFDA Board Member Prabal Gurung, and a special preview of Fisher's custom NYFW installation and collection. American Express also partnered with Joseph Altuzarra, where the CFDA Member showcased his resort collection to select card members.



#Hello it's Spring in Los Angeles

4.15 The CFDA and the mobile shopping app Spring joined forces to host a conversation on mobile commerce and storytelling at the Ace Hotel in Downtown Los Angeles. Steven Kolb kicked off the talk by welcoming the West Coast Members in the audience—Jennifer Meyer, Cynthia Vincent, Rachel Roy, John Whitley, Raan Parton, Gai Gherardi, and Sophie Buhai among them—before handing the forum over to Spring's cofounder, Ara Katz who moderated a panel with Jamie Gutfreund (Deep Focus), Rodger Berman (the Zoe Media Group), and Cassandra Grey (Violet Grey).

Strategic Partnerships Group



ERIN BEATTY, MAX OSTERWEIS,
AND JUAN CARLOS OBANDO

VERONICA SWANSON BEARD
AND VERONICA MIELE BEARD

Celebrating Rising CFDA Talents with Forward by Elyse Walker

In November, **Juan Carlos Obando**, Suno’s **Erin Beatty** and **Max Osterweis**, and Veronica Beard’s **Veronica Miele Beard** and **Veronica Swanson Beard** were the center of attention at Los Angeles’s Lombardi House. The occasion: a celebratory cocktail to launch the Rising Talent Program, an initiative of the CFDA and Forward by Elyse Walker, the online shopping destination. The three brands are the first set of designers to participate in the program, which included a two-day workshop in L.A. with Forward fashion director Elyse Walker and co-owners Michael Mente and Mike Karanikolas. The program evolves around mentorship and support of hand-selected up-and-coming talent, with the three brands also creating an exclusive capsule collection with the retailer’s buying team for spring/summer 2016.



TRINA
TURK,
NANETTE
LEPORE,
AND MARA
HOFFMAN

CFDA & Popsugar Must Have Box

The CFDA and Popsugar collaborated on the first-ever CFDA x Popsugar Must Have Box, which sold out in a record time of 48 minutes, with a portion of sales benefitting the CFDA Foundation. The box included items from CFDA brands Diane von Furstenberg, Milly, Anna Sui, Maiyet, Marc by Marc Jacobs, Apolis, and Clare V. As a prelude to the launch, CFDA Member **Mara Hoffman** hosted a brunch during Coachella at the Avalon Hotel’s Cabana Club, with fellow CFDA members **Cynthia Vincent**, **Trina Turk**, and **Nanette Lepore** in attendance.



Smartwater #inspiredby

In 2015, Smartwater sponsored coverage for both the fall and spring NYFW: Women’s seasons. The industry at large utilized the hashtag #inspiredby throughout Fashion Week, while capturing enthralling imagery that aptly inspired them from runway shows and presentations. CFDA.com hosted all of the images captured utilizing the hashtag, so that people all around the world could in turn, be inspired, too.

Intel Focus Groups

The CFDA and Intel continued to demonstrate the inextricable link between technology and fashion in 2015 by hosting focus groups for key CFDA designers and Intel engineers and executives. These focus groups foster an environment of communication and trust, and allow for both fields to inform one another on trends, customer needs, and the future.

Credit Suisse

The CFDA and strategic partner Credit Suisse organized an intimate dinner to commemorate women entrepreneurs in fashion. Lisa Smilor of the CFDA and Pamela Thomas-Graham of Credit Suisse hosted a table of creative and business-savvy women, such as **Mimi So**, **Jennifer Fisher**, Karen Harvey, and Wen Zhou of Philip Lim.

Designers & Agents

The CFDA’s partnership with Designers & Agents continued this year with distinguished CFDA Member booths at D & A in February. Organic by John Patrick, Lola Hats, Melissa Joy Manning, and Skin were among the CFDA brands who showered at D & A. CFDA {FASHION INCUBATOR} label Nomia was February’s chosen designer for the CFDA @ D & A booth.



Singapore Fashion Week

Diane von Furstenberg and **Thakoon Panichgul** led the group of international and local designers showing at Singapore Fashion Week (SFW) as part of the CFDA’s continued partnership with SFW. Von Furstenberg and Panichgul also spoke at the SFW Fashion Talk Series to a room of fellow designers, students, and fashion friends. Additionally, under the CFDA’s partnership, 2015 marked the launch of the Fashion Futures talent development, with three emerging Singapore designers—Ong Shunmugam, Dzojchen, and Elohim—selected to participate in the inaugural program. The three designers traveled to New York as part of the program, and the CFDA filled the designers’ itineraries over three days with visits to the design studios of **Carolina Herrera**, **Prabal Gurung**, Diane von Furstenberg, and Thakoon, as well as meetings with *Harper’s Bazaar*, Hildun, KCD, Spring, and tours of retailer Kirna Zabete and New York Embroidery Studio, a CFDA FMI grant recipient.

International Woolmark Prize



SIKI IM
AND
TANYA
TAYLOR

The CFDA serves as the U.S. governing body of the International Woolmark Prize. It manages the application process, selects the finalists, and Steven Kolb serves as a judge for the U.S. final competition. CFDA Members **Dao-Yi Chow** and **Maxwell Osborne** of Public School, and **Marcia Patmos** of M. Patmos took home the top prize for the 2014/2015 International Woolmark Prize in menswear and womenswear, respectively. The Public School duo’s big win took place during London Collections: Men in February, while Patmos’s prize was awarded in Beijing in March. The 2015/2016 International Woolmark USA regional finals were held at Milk Studios in New York in July. New CFDA Members **Tanya Taylor** and **Siki Im** were named the winners of womenswear and menswear, respectively. The other eight nominees were Chris Gelinas of CG, Kaelan Haworth of Kaelen, **Nellie Partow**, and Jordana Warmflash of Novis for womenswear, and Raul Arevalo and Brad Schmidt of Cadet, **David Hart**, Lucio Castro, and Thaddeus O’Neil for menswear.

OVERVIEW CFDA.COM

CFDA.com is the premier destination for fashion coverage, from Membership news and runway images to recurring features highlighting the CFDA Members and partners. As the site continues to evolve with a relaunch in 2016, CFDA will keep serving the industry with groundbreaking content and user-friendly features. What follows are examples of past coverage.

What Is the Role of the Fashion Show Today?



12.15 That question is at the top of most industry minds. Is it, as it traditionally was, a way for designers to show clothes to retailers and editors who plan their buys and editorial spreads months ahead? Or has it, in the age of social media and the show spectacle, become a form of entertainment measured by instant “likes” over actual business results?

In either case, the message is muddled, and many say that this is hurting business more than helping it. To that end, the CFDA has decided to retain Boston Consulting Group (BCG) to conduct an extensive study to define the future of fashion shows. The study will take an in-depth look at the fashion show today, with the aim of fixing what many industry experts consider a broken system that confuses consumers—from collections that are hyped on social media months before the clothes actually hit retail to deliveries that aren’t in season (something that **Donna Karan** has been vocal about for years). Different designers have tried different ways to address the issue. Tom Ford’s early collections for his namesake brand came with a strict embargo on coverage, as did the pre-fall collection that Proenza Schouler’s **Jack McCollough** and **Lazaro**

Hernandez showed in December. Meanwhile, Jeremy Scott has been making looks from the Moschino runway immediately available in the Italian brand’s stores after the show. And **Rebecca Minkoff** announced that her show at New York Fashion Week: Women’s in February will feature spring clothes that are in season and available for purchase. The Boston Consulting Group study is expected to explore a possible move to more intimate presentations to trade, and larger production shows that are aimed at consumers and more closely aligned with retail deliveries. “Designers, retailers, and editors have been questioning the relevance of Fashion Week in its current format for some time,” said Steven Kolb, President and CEO of the CFDA. “Out of this industry need came our decision to hire Boston Consulting Group to create an in-depth analysis and road map for the future of fashion shows.” —MARC KARIMZADEH

Fashion and Diversity



Diversity in the Fashion Industry was the topic of an inspiring discussion hosted by the CFDA and led by Bethann Hardison. “It has been something that concerns me, as I grew up in the industry,” Hardison, a pioneer of diversity in fashion, told a crowd that included André Leon Talley, Public School’s **Dao-Yi Chow** and **Maxwell Osborne**, **Carlos Campos**, **Michael Bastian**, **Roopal Patel**, and **Carly Cushnie**. The fashion industry has struggled a great deal with diversity,” the former model added. “If television can be diversified, so can we.” Hardison pointed to the late 1980s and early 1990s as a moment in fashion when the ethnic makeup of modeling began to diversify, but that didn’t last long, prompting Naomi Campbell and Talley to approach her with the plea to champion change. The first town-hall meeting on

the topic was held in 2007. Joining her on the panel were **Prabal Gurung**; Anita Bitton, casting director at Establishment New York; Hans Dorsinville, partner and executive vice president of Laird + Partners; *W Magazine*’s style director, Edward Enninful; and *Elle* fashion director Samira Nasr. A takeaway was how different people have different takes on diversity, which can range from models and designers to age and size. “Race is an issue that is not just in fashion,” Gurung said. “We need to address that immediately. As a designer, I want to work with the best girls, who are the best girls for me. Sometimes, an agent says ‘If you want this black girl, you have to use this white girl,’ whom I may not like.” “Diversity, not just in race but also age and size, is very important to me,” he added. —MARC KARIMZADEH



MARY-KATE OLSEN AND ASHLEY OLSEN KENDALL JENNER, DIANE VON FURSTENBERG, AND KARLIE KLOSS NICOLE MILLER'S CFDA X NFL DESIGN PHARRELL WILLIAMS AND KANYE WEST KIM KARDASHIAN WEST AND KANYE WEST

@CFDA’s 2015 Top-Performing Instagram Posts

It was a year to remember for the many firsts, from the launch of NYFW: Men’s to the three CFDA/*Vogue* Fashion Fund winners announcement. Throughout the year, Instagram chronicled our best

moments. CFDA.com gathered the top five performing Instagram posts to showcase some of the highlights. It’s no surprise that Kim and Kanye, at the CFDA Fashion Awards, came in first, closely followed by

Diane von Furstenberg backstage with Kendall Jenner and Karlie Kloss celebrating her spring summer collection. Check out our best of @CFDA on Instagram in 2015. —EMILIE FIFE

Tech Talks

Rebecca Minkoff is no neophyte in the tech arena. The CFDA designer invites customers into her brand and life through innovative digital reveals, such as launching looks on Snapchat before they hit the runway. A vocal voice in the industry, Minkoff recently expressed why women need to be at the forefront of the technology revolution, and how she will help create those opportunities, in a Business of Fashion op-ed. In true innovative fashion, Minkoff was also one of the first designers to pioneer the “see now, buy now” approach during Fashion Week, a format that has been the talk of the industry since the CFDA launched its study with the Boston Consulting Group on the future of New York Fashion Week. CFDA.com sat down with Minkoff, and it’s clear that there is no code she can’t crack.

CFDA.com: When did you first become interested in technology?

Rebecca Minkoff: Technology has always fascinated me. Early on, I saw the power in it while creating my brand from the ground up, and recognized how I was able to use technology to speak to my customer directly. Through technology, I am able to create things that are more than just a want in my customer’s life, but an absolute need that she can benefit from in so many ways.

CFDA.com: Tell us about the technology integration in your store. How are customers responding to it now?

R.M.: I started brainstorming on the vision for this season with my brother Uri Minkoff, who is our CEO. It was our goal to showcase never-before-seen retail technology that merges the online and physical shopping experience through my viewpoint to specifically cater to my customer. My customers are able to experience the most advanced and cutting-edge technology at the forefront of retail innovation in a space that brings my downtown romantic aesthetic to life. The technology has been incredibly successful for us, as we are able to engage our customer in a way that she identifies with and collect invaluable data along the way. Female millennials are our customers. They are digital natives and have grown up online, so technology is innate for them. By using our in-store technology, our customer is directly telling us what she wants every time she walks in the door. We’ve seen a 3 to 4 percentage increase in ready-to-wear sales since opening our connected stores this past year. About 75 percent of consumers engage with the wear it with feature in connected dressing rooms, and 25 percent are then asking for the item to be brought to their fitting room. The data has also helped inform marketing decisions. In terms of our marketing mix, the millennial customer is of course using her phone to research before coming into the store and also while in-store, so we want to be able to reach her across all of these moments



when she’s turning to her device. Last year we more than doubled our mobile search marketing to ensure we reach her where she’s spending time.

CFDA.com: In what ways do your customers engage with you and your brand via technology, and how has that changed since your brand first launched?

R.M.: These days we get a lot of feedback on Instagram—our customers are very vocal, and always have something to share with us. When I first launched, things were very different in the tech space, but I spent an hour every night chatting with consumers on fashion blogs. That was really when I realized how important that direct dialogue is, and at the time it was the best way to do it. —KRISTINE KELLER



Words with (Fashion) Friends: Douglas Hand

8.13 Douglas Hand knows the ins and the outs of fashion businesses. He provides legal counsel for many designers and brands, including Rag & Bone, 3.1 Phillip Lim, Rodarte, Costello Tagliapietra, and Steven Alan, as well as the CFDA and the Fragrance Foundation.

Raised in Southern California and educated at Vassar and New York University, Hand launched his career at the global mergers-and-acquisitions firm Sherman & Sterling before founding Hand Baldachin & Amburgey (HBA) with Alan Baladachin and David Amburgey thirteen years ago.

HBA's focus is on businesses where intellectual property is a core asset. While his partners concentrate more on media and entertainment properties, Hand focuses on fashion and lifestyle-branded products. As Hand put it, "Being around so many creatives is extremely captivating for a practitioner."

He is a member of the CFDA's {FASHION INCUBATOR} Advisory Board. Earlier this summer, Hand (a.k.a. @HandoftheLaw) talked to CFDA.com about practicing law in fashion, the important things an aspiring designer should know, and his own sartorial style.

CFDA.com: What are the pros and cons of working with fashion people?

Douglas Hand: One of the challenges—but also opportunities—is to recognize a designer's view of his or her brand as

valid. That view is the brand. You are in no position as an adviser to question it, and supporting it is important. I cannot read the tea leaves of consumer actions, wants, or desires, but designers can. That's why they do what they do and I do what I do, which is to help them protect their brand.

The one-on-ones with the creative director who is also the CEO and the social-media director and everything else can be challenging, but also tremendously rewarding for my lawyers and me because you really are adding value.

We pride ourselves on the ability to communicate with designers effectively so that they not only understand what we are saying but we also hear what they are saying to get the business or licensing deal or other transactions accomplished.

CFDA.com: How crucial is it for a designer to have legal guidance?

D.H.: It is extraordinarily important because the foundation for a fashion company is that the brand—and therefore its trademark and, to a lesser degree, its design elements—is protected. Starting a business without protecting those from a legal standpoint is potentially like building on sand. Some of the worst stories in fashion are about brands that started without doing a trademark search and without canvassing the globe to see if their brand and name are uniquely theirs. It can be a very expensive problem to fix, and sometimes it's unfixable.

CFDA.com: What areas in fashion require legal counsel the most?

D.H.: Intellectual property, corporate, compensation and benefits, and real estate. Intellectual property is the brand protection and some of the design protection, and the licensing of those brands. Corporate is a catch-all for general business, from legal-entity structuring to contracts. Compensation and benefits is code for labor and dealing with your employees; and real estate, because so many brands have gone to a direct brick-and-mortar model, and if you have 50 stores, you have 50 leases, which all need to be negotiated.

CFDA.com: What, in your view, is the biggest cautionary fashion tale?

D.H.: The startup that hasn't done its due diligence and protected its brand name. There is nothing more upsetting to the momentum of a brand, or more costly, than to have to change your name or go out and buy someone else's trademark.

CFDA.com: Finally, whose suit are you wearing today?

D.H.: This is a great summer-weight suit from Phillip Lim. Probably 90 percent of my wardrobe is made up of clients. One of the perks of being an HBA associate is getting invited to their friends-and-family days.
—MARC KARIMZADEH



Donna Karan: Past, Present, and Exciting Future Ahead

11.13 Calling **Donna Karan** a force of nature in every possible way is stating the obvious. To quote her bestie Barbra Streisand in the foreword to the designer's book *My Journey* (Ballantine Books), Karan is at once "a designer, philanthropist, and visionary" and "the most scattered, disorganized human being you'll ever meet."

Streisand, like anyone who has ever had the privilege to spend time with Karan, says this with nothing but affection—because at her core, Karan is a nurturing soul in that Jewish-mother way. A few years back, for example, during an interview on a Chelsea Piers bench, she artfully wrapped her cashmere scarf around my shoulders, sensing that I was woefully underdressed for the chilly winds coming off the Hudson River. I got to keep the luxury *schmatte*.

Karan's chaos is also her creative engine, and without it, there wouldn't be Donna Karan, the designer who became a fashion star with her groundbreaking concept of seven easy pieces in the 1980s.

Much has changed for the New York native in recent months. In late June, it emerged that she was leaving the brand that bears her name, and that the Donna Karan Collection—a pillar of New York Fashion Week for over three decades—was making way for the younger DKNY, now designed by Public School's **Dao-Yi Chow** and **Maxwell Osborne**.

Karan admitted that it would probably take a year for her "to digest the whole thing," but she isn't using her newfound extra time to take a breather. She spent the past couple of months on a whirlwind tour to promote her book, and just last week, Streisand threw a shindig for her friend at Eric Buterbaugh Florals in West Hollywood.

This came after speaking engagements with the likes of Alina Cho and Sandra

Bernhardt, a *Watch What Happens Live* moment with Andy Cohen, and more book signings that Karan probably cares to remember.

With *My Journey*, Karan tells the story of her life with refreshing—and inspiring—candor.

"I love the reflection, the looking back on my life, realizing the passion that I had, the love that I had, and the wonderful life I have lived," Karan told CFDA.com. "And then there is the appreciation. When you get to be a certain age, you can't believe so much has happened."

During a career that spanned some four decades, she famously flunked in draping at Parsons, spent a decade at Anne Klein, and launched her own label in 1984. Karan's woman-to-woman ethos and system of dressing with seven easy pieces shifted the fashion needle. Along the way, she picked up many CFDA Awards, and spearheaded Seventh on Sale with Anna Wintour, galvanizing the American fashion industry in the fight against HIV/AIDS.

"Reliving all of it again has been a wonderful experience," Karan said. "But at the same time, I am thinking, 'Oh, my god, what am I going to do next?'"

For a designer of Karan's magnitude and drive, it's a valid question, one that people seem to be asking her a lot these days. Anyone who knows Donna knows that this wasn't the finale. Far from it: There will be enough material for a second and third book.

"This was absolutely not the last chapter, but in a way, that's what scares me," she admitted. "It was so easy to write the book, and now I am looking at it and thinking, What's next? I will be designing Urban Zen, but every day, something happens. It's the unexpected."

Urban Zen, Karan's "philosophy of living," combines all of her passions, from humanitarian causes to philanthropy to bringing together artisans from around the world, and giving back to communities through the Urban Zen Foundation. Its mission is "to raise awareness and inspire change in the areas of preservation of cultures, well-being, and education." Along the way, she touches on many Donna-isms from finding "the calm in the chaos of life" to a "connection of mind, body, and spirit" to her quest to create a "soulful economy" that "dresses people and addresses them" and is "about the We, not the Me."

Urban Zen is on a growth trajectory. Karan recently opened the clothing line to wholesale, and showed the collection in Paris to international retailers. "The excitement for it has been incredible," she said. "I didn't expect it to take off the way it has. I like the intimacy of Urban Zen. Now that I have more time, I want to do more seminars on health care, education, and culture. I want to re-create the community. I want to do what I have done in Haiti. I want to visit more countries. There were so many artisans all over the world I haven't touched upon."

Karan reopened the Urban Zen Soulful Economy Marketplace at 711 Greenwich Street, in New York, which sells her collection and work by artisans from around the world, with a celebration with Parsons School of Design for the holiday season.

"To me, being a designer means to work with other designers, whether it is Robert Lee Morris or William Morris or artisans whose artwork inspires me," she said. "I have so much work to do with Urban Zen."

"I am in a whirlwind," she added. "Nothing has changed." And so the story continues. —MARC KARIMZADEH

Financial Overview

For fiscal year 2015, the Council of Fashion Designers of America and the CFDA Foundation ended with total net assets of \$36.8 M, while revenue increased \$1.2 M from 2014. Eighty-eight percent of all revenue went to program services that support our Membership and the larger fashion community.

Revenue

MEMBERSHIP Dues	\$1,530,114.00
EDUCATIONAL & PROFESSIONAL DEVELOPMENT	\$4,227,937.00
PHILANTHROPY	\$3,049,322.00
SPECIAL EVENTS, Net	\$1,352,598.00
Other	\$1,446,444.00
INVESTMENT RETURN, Net	\$171,737.00

\$11,778,152.00

Expenses (Including Depreciation)

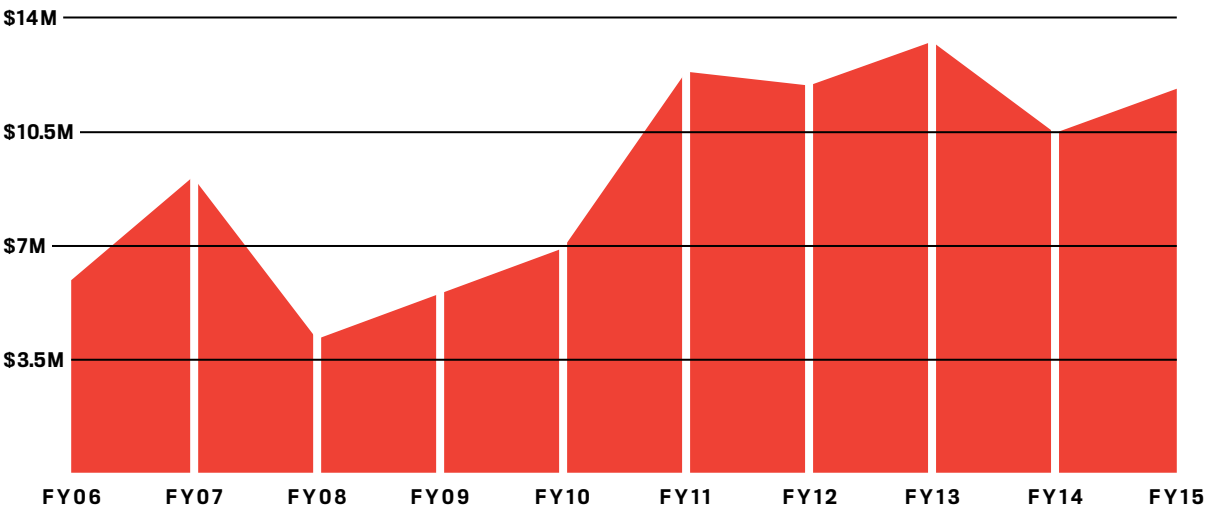
PROGRAMS	\$10,339,355.00
FUNDRAISING Including Special Events	\$405,584.00
MANAGEMENT & GENERAL	\$658,712.00

\$11,403,651.00

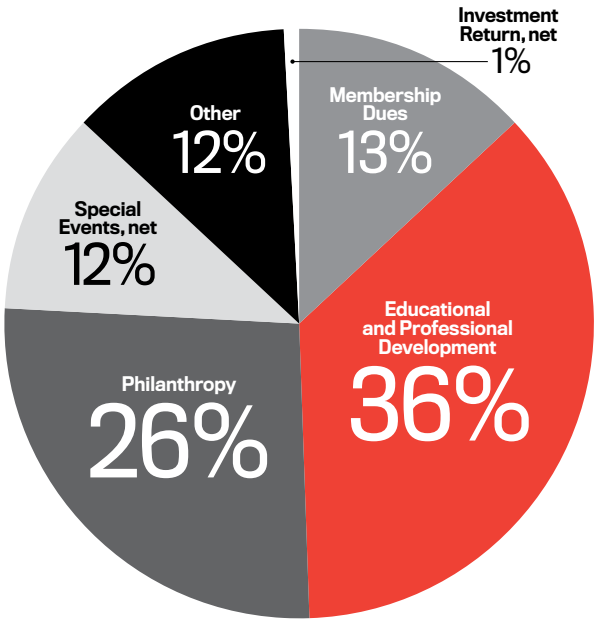
Statement of Activities

REVENUE	\$11,778,152.00
EXPENSES	\$11,403,651.00
CHANGE IN NET ASSETS BEFORE IMPAIRMENT LOSS	\$374,501.00
IMPAIRMENT LOSS ON OTHER INTANGIBLE ASSETS FROM FASHION CALENDAR	\$45,938.00
CHANGE IN NET ASSETS	\$328,563.00
NET ASSETS, BEGINNING OF YEAR	\$36,505,525.00
NET ASSETS, END OF YEAR	\$36,834,088.00

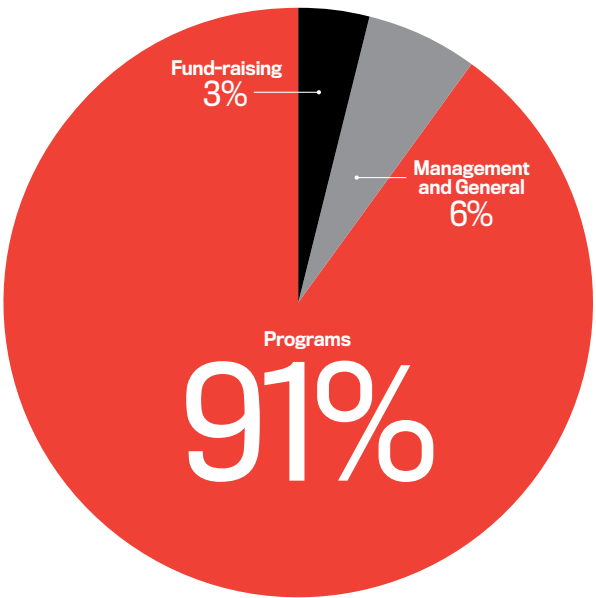
Total Revenue FY06–FY15



Percentage of Revenue



Percentage of Expenses



*Unaudited Financials
Please visit CFDA.COM on June 30, 2016 for release of audited financials.



Digital Footprint

- 400,000+ Followers
- 240,000+ Followers
- 429,000+ Followers
- 254,000+ Followers
- 1.4 Million+ Followers
- 5.5 Million+ Views

Only on Instagram

We took to Instagram to highlight our CFDA Members throughout the year with original content. These are a few of our favorite moments we created for the platform.



- 1 Celebrating Women's History Month by asking designers like Kristy Caylor, Lubov Azria, and Carolina Herrera for the one woman in history they look up to the most, and how she inspires them.
- 2 Introducing the newly inducted CFDA Members to our followers by having them submit one image that encompasses their brand ethos.
- 3 Peter Som's Instagram takeover of NYC's annual Pridefest just days after the Supreme Court ruled in favor of marriage equality in New York.
- 4 Covering NYFW through the illustrations of artist Samantha Hahn.
- 5 Discovering the "one word" that inspired CFDA Members' spring 2016 collections.

Snapchat and the CFDA's Live Stories



Follow CFDA's live stories on Snapchat during major CFDA events, like the CFDA Fashion Awards and New York Fashion Week: Men's, and keep an eye out for the CFDA's official Snapchat handle to launch in 2016.

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