

C.FDA

Council of Fashion Designers of America

**ANNUAL REPORT 2020**

**Founded by Eleanor Lambert in 1962, the Council of Fashion Designers of America (CFDA) is a trade association with a membership of more than 435 of America's foremost womenswear, menswear, accessory and jewelry designers.**

**The CFDA mission is to strengthen the impact of American fashion in the global economy.**

**The organization services its membership and the fashion industry at large through programs dedicated to:**

EDUCATION/SCHOLARSHIPS

SOCIAL IMPACT/DIVERSITY, EQUITY & INCLUSION

SUSTAINABLE INITIATIVES

BUSINESS DEVELOPMENT

AWARDS

NEW YORK FASHION WEEK/  
FASHION CALENDAR & RUNWAY360

FASHION SUPPLY CHAIN

PARTNERSHIPS

PHILANTHROPY

COMMUNICATIONS



## LETTER FROM THE CHAIRMAN, TOM FORD

When I became Chairman of CFDA's board in 2019, no one could have predicted that we were on the verge of a global pandemic. Covid-19 upended our lives and businesses and hit fashion from all angles.

As designers, we had to be nimble and adapt quickly; so too did the CFDA. In March 2020, we immediately shifted our focus on Covid-19 relief with A Common Thread in partnership with Vogue. With fashion capitals in lockdown and international travel severely restricted, we created RUNWAY360 to provide designers with an innovative digital platform to show and wholesale their collections.

After ongoing racial injustices leading to unprecedented tensions and the important Black Lives Matter movement across the world, we introduced plans to transform fashion into the industry it needs to be—diverse, equitable, and inclusive. We laid the groundwork for CFDA IMPACT, a new program to identify, connect, support, and nurture Black and Brown creatives and professionals in fashion. We have and will continue to speak out against any discrimination or hate directed at minority groups.

I am proud at how the CFDA supports American fashion at every level, from our scholarships program which Perry Ellis started 25 years ago to the CFDA Fashion Awards and New York Fashion Week. With hopes of moving past the pandemic, CFDA is looking forward to a fashion week that will be stronger and better than ever.

We have an opportunity to rebuild American fashion into the leading industry of the future. This is the beginning.

## LETTER FROM THE PRESIDENT AND CEO, STEVEN KOLB

In CFDA's six decades, the year 2020 was like nothing we had ever experienced before. Covid-19 created significant challenges for our members and the entire fashion eco-system, threatening the survival of many. As an industry and organization, we faced an overdue reckoning with the inequities that exist and addressed racial injustices to create a more diverse, equitable and inclusive future.

If there was one positive to come out of 2020, it was a reminder of just how strong and resilient the fashion community is.

At the CFDA, we immediately refocused all 2020 plans and programs to provide support and resources to those impacted by the pandemic. The CFDA and Vogue raised \$5 million for A Common Thread, and gave relief grants to designers, small retailers, and factories. We supported the production and distribution of PPE materials. Working with allies in Washington, we lobbied Congress for inclusion in the CARES Act, and CFDA.com became a valuable resource hub for real-time information and advice. Business-focused webinars and Industry Insights addressed time-sensitive issues and the needs of industry stakeholders.

The CFDA Board of Directors addressed the inequalities that exist for Black and Brown creatives and professionals in fashion – starting with the establishment of a Black Advisory Board to steer the organization's DEI efforts

With RUNWAY360 and our study with Boston Consulting Group on the environmental impact of New York Fashion Week, the organization continues to play a leadership role in the evolution of fashion weeks.

Our important work continues at full speed. Speaking on behalf of everyone at the CFDA, we feel very hopeful and excited about the new opportunities for American fashion – and hope you share the sentiment.





## CASANDRA DIGGS NAMED PRESIDENT OF THE CFDA

In August, CaSandra Diggs was promoted to the role of President of the CFDA. Diggs is a veteran of the organization. She has been with the CFDA since 2001 and most recently served as its Chief Administrative and Financial Officer.

As President, she expanded her leadership role, developing strategy and making decisions that further the CFDA's purpose to champion, educate, and support its membership and the fashion industry at large. Her particular focuses extend to organizational development, and equity programming in American fashion to provide opportunities for Black and Brown creatives and other underrepresented, underserved communities.

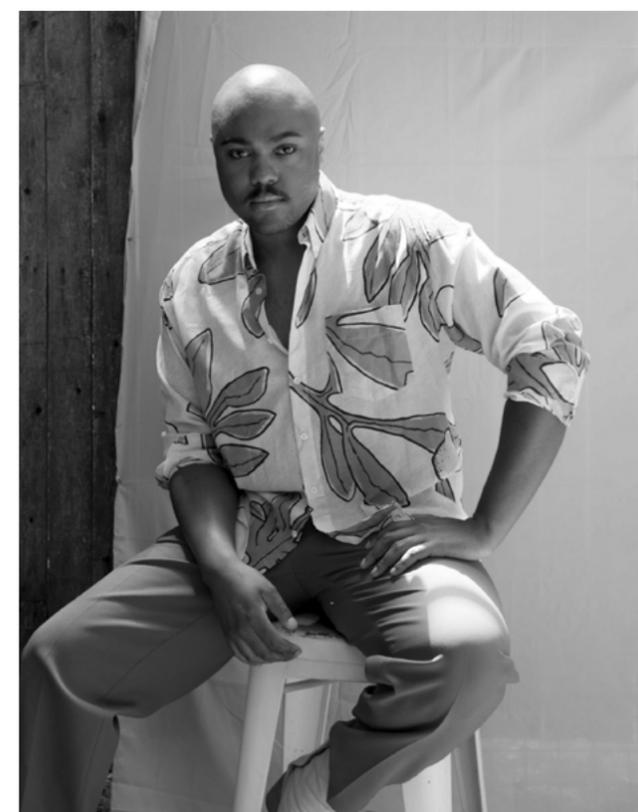
*“CFDA remains a vital pillar of the fashion community. I am delighted to join Tom Ford and Steven Kolb as we continue to advance and evolve the CFDA into a modern, forward-thinking organization that is reflective of our times.” — Casandra Diggs*

**From the onset of covid-19 and throughout the year, the CFDA was there for our members. CFDA.com became a daily, go-to resource for any and everything related to the impact on businesses and health.**

The CFDA also launched a Member-exclusive information sharing, community building digital platform to enable Members to communicate directly with one another to ask for and/or offer help, exchange advice, resources, connections and introductions. Additionally, the organization hosted timely webinars and organized “office hours” with industry experts to help Members react quickly to the new challenges and disruptions being faced.

Concurrently, as we saw coast-to-coast office and retail closures, the CFDA was swift in addressing the need for financial support from the government directly. Working with associations such as the American Apparel and Footwear Association (AAFA) and the National Retail Federation (NRF), in addition to a group of industry CEOs which was spearheaded by Tory Burch, a succession of co-signed letters were delivered to the President of the United States, members of Congressional Leadership, the Secretary of the Treasury, National Governors Association, U.S. Conference of Mayors and others in March. Letters were supported by personal outreach and numerous conversations with Speaker Pelosi, Senators Gillibrand and Schumer of New York and Senator Feinstein of California, among others, imploring that the unique fashion (and retail) business concerns be addressed in order to avoid bankruptcies and save countless jobs. To further help ease financial burdens for our Members, much work was done to have punitive tariffs eliminated and duties deferred.

The acronyms PPE and PPP were used in heavy rotation. Members who were interested in supporting the efforts to provide life-saving masks and gowns to essential workers - healthcare professionals, first responders, grocery store and delivery personnel - contacted the CFDA to be connected to specific materials, local manufacturers and/or organizations across the Country that needed supplies most urgently. To help navigate the CARES Act and PPP (Paycheck Protection Program) loan application process, the CFDA shared detailed, step-by-step information and organized a tutorial with CBiz to help our Members save time and avoid costly mistakes during this critical time.



The U.S. fashion industry supports more than 4 million American workers, including those employed in design, marketing, logistics, retail, compliance, manufacturing and media jobs. After the \$2Trillion stimulus package was passed, and in anticipation for the need of significantly more financial support, the CFDA created a digital #supportUSfashion toolkit, and encouraged Members and industry colleagues to share poignant statistics and messaging across their social channels to bring visibility to the impact and importance of the American fashion industry.

In 2020, the CFDA did not open the annual Admissions process in order to remain focused on the existing Members' pandemic-related needs. The 2020 CFDA Fashion Awards recognized Christopher John Rogers as American Emerging Designer of the Year, and he was extended an invitation of CFDA membership. Please join us in welcoming him!

## BOARD OF DIRECTORS

Tom Ford, *Chairman* • Tracy Reese, *Vice Chairwoman* • Stan Herman, *Treasurer* • Vera Wang, *General Secretary*  
 Virgil Abloh • Stacey Bendet • Dao-Yi Chow • Maria Cornejo • Carly Cushnie • Prabal Gurung  
 Tommy Hilfiger • Kerby Jean-Raymond • Norma Kamali • Michael Kors • Reed Krakoff • Ralph Lauren  
 Ashley Olsen • Italo Zucchelli • Diane von Furstenberg

## THE CFDA MEMBERSHIP

Joseph Abboud	Beth Bugdaycay	Sam Edelman	Carolina Herrera	Byron Lars
Virgil Abloh	Sophie Buhai	Mark Eisen	Brett Heyman	Ralph Lauren
Reem Acra	Tory Burch	Meritt Elliott	Tommy Hilfiger	Chris Leba
Zaid Affas	Virginia "Gigi" Burri	Patrik Ervell	Mara Hoffman	Dion Lee
Babi Ahluwalia		George Esquivel	Catherine Holstein	Nanette Lepore
Sachin Ahluwalia	Guido Campello			Monique Lhuillier
Waris Ahluwalia	Carlos Campos	Jay Feinberg	Sang A Im-Propp	Andrea Lieberman
Steven Alan	Liliana Casabal	Pina Ferlisi		Phillip Lim
Jason Alkire	Edmundo Castillo	Lisa Marie Fernandez	Marc Jacobs	Johan Lindeberg
Julie Alkire	Kristy Caylor		Aurora James	Adam Lippes
Raquel Allegra	Jean-Michel Cazabat	Luis Fernandez	Eric Javits, Jr.	Elizabeth Locke
Joseph Altuzarra	Greg Chait	Eileen Fisher	Kerby Jean-Raymond	Nili Lotan
Carolina Amato	Amy Chan	Jennifer Fisher	Julia Jenztsch	Pamela Love
Francesca Amfiteatrof	Natalie Chanin	Sarah Flint	Julia Jenztsch	Sheryl Lowe
Mike Amiri	Kip Chapelle	Beckett Fogg	Kristine Johannes	Tina Lutz
Paul Andrew	Georgina Chapman	Andrea Fohrman	Betsey Johnson	Victor Lytvinenko
Dana Arbib	Ron Chereskin	Tom Ford	Ulla Johnson	
Greg Armas	Wenlan Chia	Lizzie Fortunato	Alexander Julian	Michael Maccari
Nak Armstrong	Dao-Yi Chow	Nick Fouquet	Ashley Jung	Bob Mackie
Rosie Assoulin	Peter Cohen			Jeff Mahshie
Lisa Axelson	Kenneth Cole	Fernando Garcia	Norma Kamali	Mary Alice Malone
	Michael Colovos	Floriana Gavriel	Donna Kang	Colette Malouf
	Nicole Colovos	Judy Geib	Donna Karan	Ahlem Manai-Platt
Mark Badgley	Sean Combs	Robert Geller	Jenni Kayne	Isaac Manevitz
Matt Baldwin	Rachel Comey	Geri Gerard	Shaun Kearney	Melissa Joy Manning
Jeffrey Banks	Tim Coppens	Rosetta Getty	Liya Kebede	Rachel Mansur
Stirling Barrett	Maria Cornejo	Gai Gherardi	Pat Kerr	Robert Marc
John Bartlett	Danielle Corona	Nicola Glass	Naeem Khan	Fiona Kotur Marin
Dennis Basso	Daniel Corrigan	Victor Glemaud	Sharon Khazzam	Lana Marks
Michael Bastian	Esteban Cortazar	Adriano Goldschmied	Ana Khouri	Deborah Marquit
Shane Baum	Britt Cosgrove	Adam Goldston	Eugenia Kim	Jana Matheson
Bradley Bayou	Francisco Costa	Ryan Goldston	Laura Kim	Brandon Maxwell
Veronica Miele Beard	Victor Costa	Wes Gordon	Adam Kimmel	Becca
Veronica Swanson Beard	Emily Current	Chloe Gosselin	Calvin Klein	McCharen-Tran
Erin Beatty	Carly Cushnie	Matteo Gottardi	Michael Kors	Jack McCollough
Susan Beischel		Gary Graham	Monica Rich Kosann	Kimberly McDonald
Pamela Bell	Sandy Dalal	Nick Graham	Reed Krakoff	Lindy McDonough
Stacey Bendet	Robert Danes	Ulrich Grimm	Nikki Kule	Barbara McReynolds
Chris Benz	Mark Davis	Joy Gryson	Ilana Kugel	David Meister
Christopher Bevans	Ruthie Davis	George Gublo	Lisa Kulson	Jonathan Meizler
Coomi Bhasin	Donald Deal	Prabal Gurung	Christopher Kunz	Andreas Melbostad
Diego Binetti	Pamela Dennis		Nicholas Kunz	Gilles Mendel
Alexandre Birman	Pamella DeVos	Scott Hahn	Blake Kuwahara	Jennifer Meyer
Alexis Bittar	Kathryn Dianos	Kevan Hall		Carlos Miele
Emily Adams Bode	Jeffrey Dodd	Kobi Halperin	Steven Lagos	Nicole Miller
Sully Bonnelly	Keanan Duffty	David Hart	Sander Lak	Malia Mills
Monica Botkier	Randolph Duke	Batsheva Hay	Derek Lam	Sylvie Millstein
John Brevard	Stephen Dweck	Gabriela Hearst	Adrienne Landau	Rebecca Minkoff
Kristopher Brock	Alan Eckstein	Stan Herman	Liz Lange	James Mischka
Thom Browne	Libby Edelman	Lazaro Hernandez	Sally LaPointe	Isaac Mizrahi
			Jasmin Larian Hekmat	Bibhu Mohapatra

Sean Monahan	Marcia Patmos	Christian Roth	Mimi So	Cynthia Vincent
Claude Morais	Edward Pavlick	Cynthia Rowley	Peter Som	Clare Vivier
Paul Morelli	Monique Péan	Rachel Roy	Monica Sordo	Diane von Furstenberg
Miranda Morrison	Patty Perreira	Sonja Rubin	Gunnar Spaulding	Patricia von Musulin
Kate Mulleavy	Robin Piccone	Ralph Rucci	Yves Spinelli	
Laura Mulleavy	Maria Pinto		Temple St Clair	
Blake Mycoskie	Ashley Pittman	Ernest Sabine	Laurie Stark	Marcus Wainwright
	Linda Platt	Michael Saiger	Richard Stark	Paige Walker
Gela Nash-Taylor	Tom Platt	Cynthia Sakai	Sue Stemp	Lucy Wallace Eustice
Josie Natori	Leigh Plessner	Omar Salam	Steven Stolman	Alexander Wang
LeAnn Nealz	Marina Polo	Selima Salaun	Jill Stuart	Vera Wang
Brook Garber Neidich	Laura Poretzky-Garcia	Justin Salguero	Ben Stubbington	Cathy Waterman
Charlotte Neuville	Zac Posen	Janis Savitt	Anna Sui	Cathy Waterman
Irene Neuwirth	Whitney Pozgay	Lorraine Schwartz	Daiki Suzuki	Marissa Webb
David Neville	Jeff Press	Jeremy Scott		Timo Weiland
Vanessa Noel	Virginie Promeprat	Kendra Scott	Johnny Talbot	John Whittedge
Misha Nonoo	James Purcell	Scot Shandalove	Vivienne Tam	Venus Williams
Kerry O'Brien		George Sharp	Gladys Tamez	Brian Wolk
Michelle Ochs	Jessie Randall	Anna Sheffield	Isa Tapia	Gary Wolkowitz
Alexander Olch	Tracy Reese	Marcia Sherrill	Tanya Taylor	Scosha Woolridge
Ashley Olsen	Marysia (Maria) Reeves	Sam Shipley	Yeohlee Teng	Jason Wu
Mary-Kate Olsen	William Reid	Tadashi Shoji	Zang Toi	
Maxwell Osborne	Robin Renzi	Daniel Silberman	Rafe Totengco	
Ariel Ovadia	Narciso Rodriguez	Jonathan Simkhai	John Truex	Sarah Yarborough
Shimon Ovadia	Robert Rodriguez	Tabitha Simmons	Trina Turk	Araks Yeramyam
Rick Owens	Christopher John Rogers	Christian Siriano	Mish Tworkowski	Wing Yin Yau
	Thakoon Panichgul	Sofia Sizzi	Kay Unger	Bonnie Young
	Piotrek Panszczyk	Pamela Skaist-Levy		
	Monica Paolini	Michael Saldone		Gabriella Zanzani
	Raon Parton	Emily Smith	Rony Vardi	Rachel Zoe
	Shea Parton	Michelle Smith	Nicholas Varney	Jennifer Zuccarini
	Nellie Partow	Danielle Snyder	John Varvatos	Eva Zuckerman
		Jodie Snyder Morel	Laura Vassar	Monica Zwirner
		Todd Snyder	Stuart Vevers	

### ASSOCIATE MEMBERS

Alexa Adams	Martin Cooper	Henry Jacobson	Matt Murphy	Brad Schmidt
Victor Alfaro	Steve Fabrikant	Gemma Kahng	Ji Oh	Jasmin Shokrian
Sophia Amoroso	Erin Fetherston	Regina Kravitz	Sigrid Olsen	Peter Speliopoulos
Raul Arevalo	Andrew Fezza	Richard Lambertson	Luca Orlandi	Shelly Steffee
Linda Balti	R. Scott French	Jussara Lee	Lisa Perry	Carmen Marc Valvo
Barry Bricken	Eric Gaskin	Jenna Lyons	Eddie Rodriguez	Carla Westcott
Louise Camuto	Nancy Geist	Mary Jane Marcasiano	Kara Ross	Catherine Zadeh
Salvatore J. Cesarani	Flora Gill	Paul Marlow	Kelly Ryan	Katrin Zimmermann
DooRi Chung	Jeff Halmos	Lisa Mayock	Behnaz Sarafpour	Italo Zucchelli
	Carole Hochman		Jake Sargent	

### EMERITUS MEMBERS

Adolfo Stephen Burrows Cathy Hardwick Mary McFadden Robert Lee Morris Patricia Underwood

# PROFESSIONAL DEVELOPMENT

The CFDA is committed to providing Professional Development resources to members, their teams and industry professionals with real-time support for business development strategy and action. Through virtual engagements, the Industry Insights resource database and customized programming and advising, we work with partners and experts to address relevant issues and topics.

## INDUSTRY INSIGHTS

In March, the CFDA launched Industry Insights, an open-access platform for thought-leadership conversations on CFDA.com.

Industry Insights provides of-the-moment information, news, resources, and think tank pieces by top executives and industry leaders, with the goal of supporting the professional and business development of fashion designers. Focused on bringing readers relevant information in areas such as sustainability, diversity, equity, and inclusion, supply chain, retail, marketing, investment and more, the CFDA collaborates with leading experts and partners to bring readers a continuous, unique stream of content.

Conceived prior to Covid-19 lockdowns, Industry Insights proved to be a valuable tool to help businesses navigate the challenges of the unprecedented times.

Here, a selection of 2020 Industry Insights features. Go to [CFDA.com](https://www.cfdacom.com) for more.

### Hitting Reset on Retail

Fashion consultant and advisor Kristen Cole forecasts opportunity and creativity for the fashion retail revolution. [Read more.](#)

### Steps to Reopening Retail

Accenture outlines key steps retailers need to consider to safely and efficiently reopen [Read more.](#)

### A Guide to Virtual Selling

NuORDER shares best practices, a guide to selling virtually, and how to craft your brand's virtual experience. [Read more.](#)

### Rebuilding a More Sustainable Fashion Industry After COVID-19

The Sustainable Apparel Coalition shares insights into how the industry can accelerate progress on sustainable initiatives. [Read more.](#)

### Providing Opportunities & Supporting BIPOC Designers

Brandice Daniel, CEO & Founder of Harlem's Fashion Row, shares how our industry can move the needle on supporting BIPOC designers. [Read more.](#)

### Empowering Latinx Professionals

Carlos Juan Torres discusses his 15+ years of industry experience and how he is empowering the next generation of Latinx professionals. [Read more.](#)



## ELAINE GOLD LAUNCH PAD 3.0

The Elaine Gold Launch Pad program was created in partnership with the Accessories Council to support early-emerging talents and challenge them to map the future of their venture and fashion.

In March, the program's 3.0 edition awarded \$70,000 to Dana Hurwitz and Mariah Pershadsingh of Bond Hardware, the sustainable metal production brand specializing in jewelry, furniture, and large sculpture.

Graham Baldwin of Graham Tyler won \$40,000. Shanel Campbell of Bed on Water was awarded \$10,000 and received the Industry City Award with one year of studio space located within Brooklyn's Industry City.

Loren Thomas and Caragh Bennet of Zena received \$25,000 and knitwear designer Rui Zhou \$5,000.

In total, \$150,000 was awarded, including additional support from Adrian Cheng, founder of K11 and CEO of New World Development.

A special thank you goes to the Fondazione Valentino Garavani e Giancarlo Giammetti for supporting the program with an additional \$100,000.

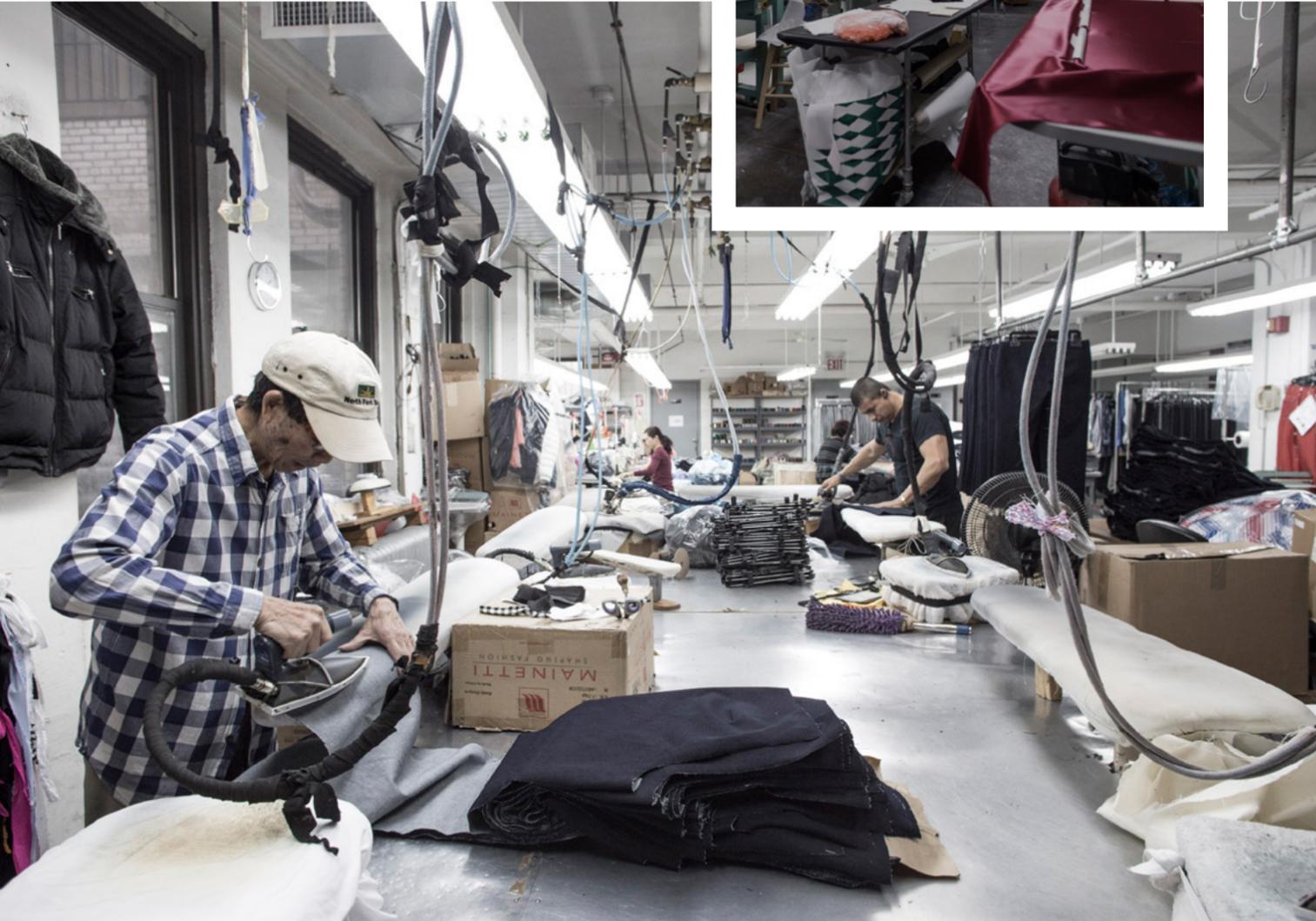
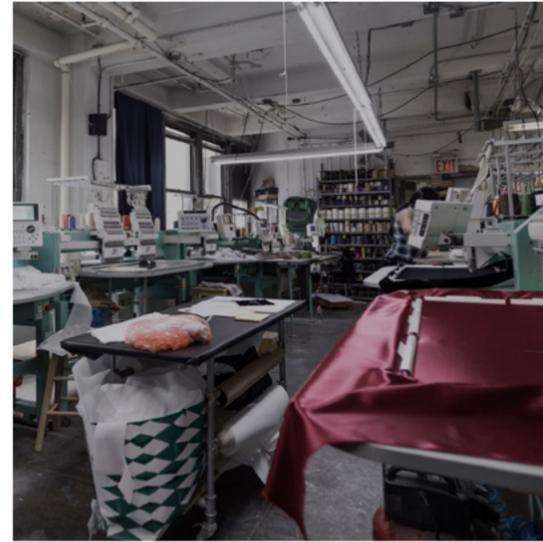
The final selection committee featured Angela Luna, Adiff; Antoine Phillips, Gucci; Brielle Milano, Industry City; Carly-Ann Fergus; Frank Zambrelli, Design Quadrant; Hoffman Wu, K11; Karen Giberson, Accessories Council; Kyle Andrew, SBC Global; Leila Larijani, UBS; Mecca James-Williams, The Zoe Report; CFDA's Sara Kozlowski and Steven Kolb; and Stirling Barrett of Krewe.

Go to [CFDA.com](https://www.cfdacom.com) for more.



## CFDA/VOGUE FASHION FUND — A COMMON THREAD

Top: A Common Thread grant recipient In Style USA; below: A Common Thread featuring a storytelling initiative that included, from left, Reese Cooper, Batsheva Hay, Phillip Lim, Aurora James, and Jennifer Miller of Brandon Maxwell.



**Created in 2003 in response to the 9/11 tragedy and how the crisis especially impacted emerging talent, the annual CFDA/Vogue Fashion Fund program has helped nurture the careers of some of today's most exciting fashion talents.**

The pandemic brought about a new crisis that challenged the entire fashion and retail business. Vogue's Anna Wintour, and Tom Ford as CFDA's Chairman, immediately pivoted and re-purposed the 2020 CFDA/Vogue Fashion Fund into a fundraiser called A Common Thread. The initiative launched in late March with the goal to raise both awareness and needed funds for those in the American fashion community. The initiative was accompanied by a video series featuring stories of those in fashion whose livelihoods have been affected by this crisis.

Among the many generous donors, Ralph Lauren made the inaugural \$1Million gift to A Common Thread. The Elaine Gold Launch Pad program, created in partnership with the Accessories Council and the CFDA, made a \$250,000 donation to A Common Thread and Elaine Gold Launch Pad pledged an additional match of up to \$250,000 in donations to a total contribution of \$500,000.

The CFDA's Fashion Manufacturing Initiative (FMI), in partnership with the New York City Economic Development Corporation, supported A Common Thread with a \$500,000 donation solely for supporting New York City-based fashion manufacturers and their workforce.

Amazon Fashion made a \$500,000 donation, and with Vogue and in partnership with the CFDA, launched Common Threads: Vogue x Amazon Fashion, a digital storefront offering current collections from American designers.

Additional contributions included Michael Kors and Kering (\$250,000 each); Coach Foundation (\$200,000); Nordstrom and Instagram (\$110,000 each), and Jony Ive, Tom Ford, Tory Burch, and Pierre-Yves Roussel, LVMH Moët Hennessy Louis Vuitton, Thom Browne New York, and the Natasha and Adar Poonawalla Foundation (\$100,000 each). A Common Thread also launched the "ACT for Good" campaign in collaboration with online fundraising platform Omaze, which was aimed at building grassroots support for the initiative.

In total, A Common Thread raised \$5.1Million and distributed funding to over 160 designers, brands, retailers, manufacturers, and organizations, including a \$1Million contribution to ICON360, the non-profit from Brandice Daniel of Harlem's Fashion Row to provide forgivable relief to designers of color pivoting their businesses during the pandemic and need funding to scale.

# SOCIAL IMPACT

**Creating a diverse ecosystem of talents, experiences, and cultural backgrounds is at the core of CFDA's work. Allowing that diversity to thrive requires inclusive practices and in 2020, the CFDA has begun developing concrete programming to create a diverse, equitable and inclusive fashion industry.**

After the deplorable acts of racism and violence that played out in the country in May, a statement from CFDA Chairman Tom Ford and CFDA CEO Steven Kolb following the June board outlined the CFDA's initiatives create systemic change within our industry, including an employment program specifically charged with placing Black talent in all sectors of the fashion business; mentorship program and an internship program focused on placing Black students and recent graduates, Diversity and Inclusion training for CFDA members, and donations to NAACP and Campaign Zero. Read the full statement [here](#).

The statement led to the organization's launch of CFDA IMPACT initiative in 2021. Its mission is to identify, connect, support, and nurture Black and Brown creatives and professionals in fashion. Read more on CFDA IMPACT [here](#).



## THE STATE OF DIVERSITY, EQUITY & INCLUSION IN FASHION

In October, the CFDA announced it has expanded its partnership with the PVH as part of their joint commitment to drive fashion forward - for good. Together, the two jointly launched a research project to better understand how the fashion industry can be more diverse and equitable with a particular focus on race and the topics of talent acquisition and retention. The State of Diversity, Equity & Inclusion in Fashion Report launched in February 2021 after over a year of planning and development, drawing from a McKinsey & Company survey. Read more [here](#).



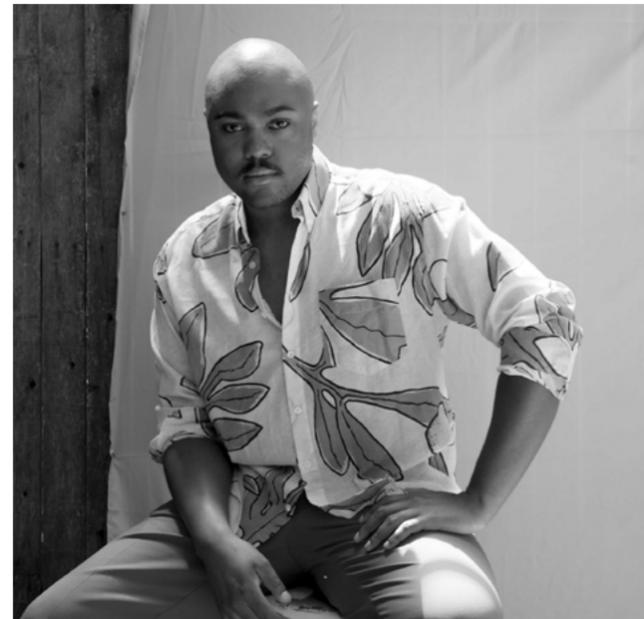
Clockwise from left: Moya Annece and Ashley Cimone of Ashya, Jamall Osterholm, Kristin and Kofi Essel of Third Crown, and Bethann Hardison.



## THE DESIGNERS HUB

The Designers Hub was established by Bethann Hardison with the support of the CFDA to help Black designers and Black-owned fashion brands and businesses and provide them with guidance and opportunities to grow. In 2020, 10 designers received funding from the Designers Hub grant, made possible through A Common Thread fund and supported by Tom Ford International. They were Aisha McShaw, Akua Shabaka and Rebecca Henry of House of Aama, Ashley Cimone and Moya Annece of Ashya, Azède Jean-Pierre of Azède, Jamall Osterholm, Kristin and Kofi Essel of Third Crown, Miko Underwood of Oak & Acorn, Sade Mims of Edas, Salone Monet, and Shanel Campbell of Bed on Water.

## CFDA FASHION AWARDS



The 2020 CFDA Fashion Awards were originally set for June 8th. Because the pandemic's subsequent shutdown severely restricted in-person gatherings, and the fashion industry faced unprecedented challenges through the entire fashion eco-system, the glamorous event was postponed in order to focus on the immediate priority of supporting the CFDA designer community by prioritizing new and existing programming.

On September 14th, during New York Fashion Week, Tom Ford announced the CFDA Awards winners in a video that premiered on RUNWAY360 and CFDA's social channels.

### The 2020 CFDA Fashion Awards recipients were:

#### **Gabriela Hearst**

American Womenswear Designer of the Year

#### **Kerby Jean-Raymond, Pyer Moss**

American Menswear Designer of the Year

#### **Telfar Clemens, Telfar**

American Accessories Designer of the Year

#### **Christopher John Rogers**

American Emerging Designer of the Year

#### **Pierpaolo Piccioli, Valentino**

International Women's Designer of the Year

#### **Kim Jones, Dior**

International Men's Designer of the Year

This was first CFDA Fashion Award for each designer in the four American categories and represented the most diverse group of recipients in the awards' 39-year history.

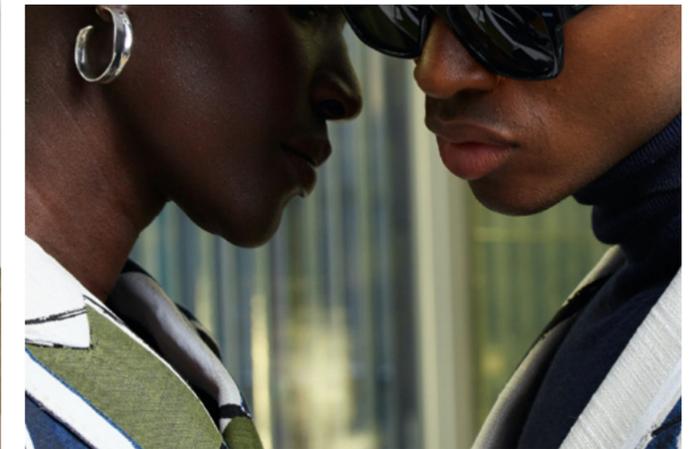
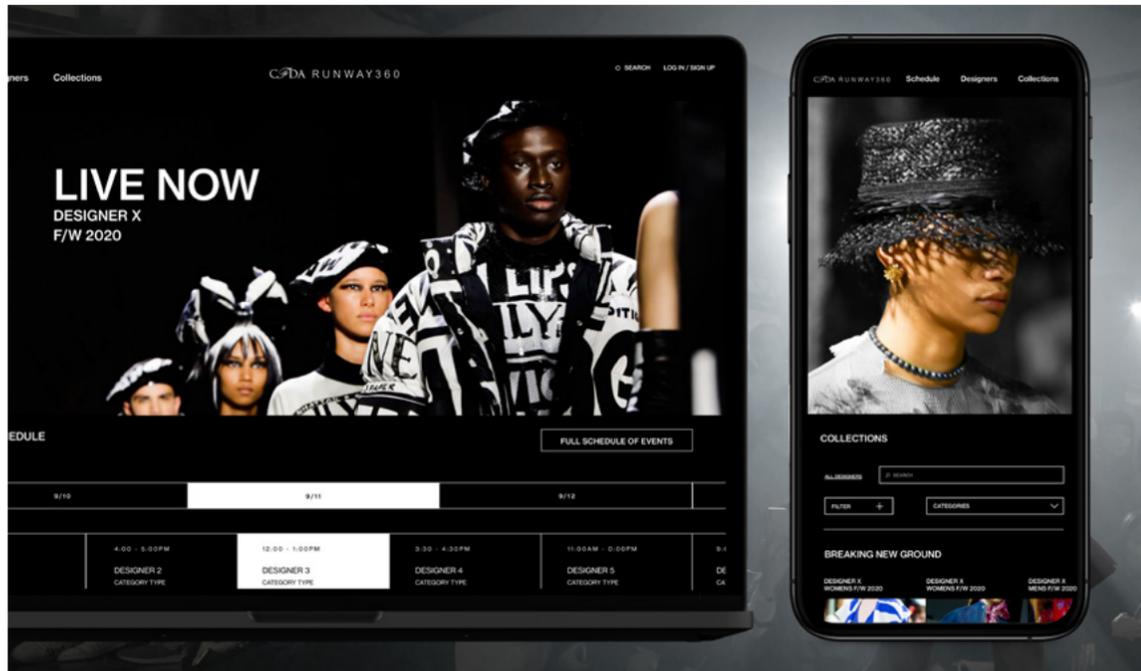
The 2020 CFDA Fashion Awards were sponsored by Klarna, the leading global payments and shopping service.

Nominees and winners were determined by the CFDA Awards Guild which is comprised of CFDA members, leading fashion journalists, stylists, and top retail executives.

Please view the 2020 CFDA Fashion Awards video [here](#).

Opposite page. Clockwise from top left: Gabriela Hearst, Kerby Jean-Raymond, Christopher John Rogers, Kim Jones, Pierpaolo Piccioli, and Telfar Clemens.

# NEW YORK FASHION WEEK



Since acquiring the Fashion Calendar—presently the digital resource for events, shows, and fashion week highlights—from its Founder and Publisher, the late Ruth Finley, in 2014, the CFDA has served as the organizer of the Official New York Fashion Week Schedule. As such, the organization sets the official dates and designer time slots for New York Fashion Week: Women’s, Men’s, Bridal and Pre-Collections.

New York Fashion Week represents the intersection of talent discovery, creative diversity, and business development. The CFDA has helped introduce homegrown talent to an international audience.

## RUNWAY360

Shortly after the Fall-Winter 2020 Collections season, it became clear the pandemic would prohibit people from congregating and in-person shows would no longer be possible. To support designers navigating the crisis, CFDA developed a unique and innovative digital platform, RUNWAY360, in less than four months to create a business tool for designers and brands. Built with creative agency DE-YAN and launched for September New York Fashion Week, the platform brings together every aspect of a collection launch in an all-in-one environment, and provides a digital home for the fashion industry stakeholders to discover and engage with the latest collections for fashion week and beyond throughout the year – from runway to swim, accessories, eyewear, and more.

For the September 2020 launch season, RUNWAY360 featured 82 participating brands across all design categories, and a total of 133 designers were onboarded to the platform during the market week. Through the support of NuOrder, the CFDA provided close to 40 virtual showrooms to a select group of rising American talent, including New York Men’s Day and Harlem’s Fashion Row. CFDA thanks founding partner American Express, and acknowledges media support from the New York Times, WWD, and L’Officiel.



# SUSTAINABILITY BY DESIGN

## RETHINKING NEW YORK FASHION WEEK

### EXECUTIVE SUMMARY

The Council of Fashion Designers of America in partnership with Boston Consulting Group

From scholarship to sustainability, Education & Sustainable Initiatives supports all phases of the designer lifecycle with scholarships, micro-awards, immersive learning, and sustainable business development opportunities.

**SUSTAINABLE INITIATIVES/RETHINKING NEW YORK FASHION WEEK**

Sustainability is an important CFDA pillar with a focus on information and education to bring the importance of protecting the environment to every level of the fashion industry.

In October, the CFDA, in partnership with Boston Consulting Group (BCG), released the Sustainability by Design: Rethinking New York Fashion Week study featuring a comprehensive Executive Summary and Report on the environmental impact of NYFW as well as the Playbook for Positive Change.

The Executive Summary included an assessment and analysis of NYFW’s current ecosystem from event production to logistics, transportation, and public relations. The Playbook’s goal was to provide fashion week stakeholders with the need-to-know guidelines and strategies for change.

Read more about the study [here](#) and go to the [CFDA.com](#) to learn more about sustainability resources.

**1.2 BILLION TONS**  
Amount of greenhouse gas emissions produced by the global fashion industry, about 10% of total global emissions

**2,700 LITERS**  
Amount of water required to produce one cotton T-shirt

**102 MILLION TONS**  
Amount of clothing consumed by 2030, a 60% increase from 2020—80% of which will end up in landfills

Sources: Pulse of the Fashion Industry report (2017-2019); Common Objective; Better Cotton Initiative; Ellen MacArthur Foundation; UNFCCC; BCG analysis.

**BIGGEST OPPORTUNITIES FOR NYFW TO BECOME MORE SUSTAINABLE:**

- Centralization
- Venue Sharing
- Digital
- Government Support
- Sponsors
- Tighter Calendar of Shows

Sources: CFDA x Boston Consulting Group Sustainability of NYFW survey



## EDUCATION

### CFDA Design Scholar Awards

Established in 1996 through Perry Ellis, the program aims to defray the costs of education including tuition, thesis, and qualified school expenses (read more [here](#)). In 2020, the CFDA awarded a total of \$175,000 in scholarships.

The 2020 CFDA Design Scholar Award recipients were Chris Pleasant of Virginia Commonwealth University and Yanbing Fan of Academy of Art University.

### The Geoffrey Beene Design Masters Scholar Award

The \$25,000 scholarship for MFA/MA students challenges codes of conventional construction and celebrates the embrace of shape and form exploration, materiality, creativity, and innovation in fashion design. The 2020 recipient was Milijana Delic of Academy of Art University.

### The Liz Claiborne Design for Impactful Futures Scholar Award

The \$25,000 scholarship for BFA/BA students encourages sustainable innovation and celebrates Liz Claiborne's legacy as a design leader, creative entrepreneur, and pragmatic innovator. The 2020 recipient was Daniela Gutierrez Arreguin of The Savannah College of Art and Design.

## SCHOLARSHIPS + STUDENT PROGRAMMING

### The Gucci Changemakers x CFDA Scholars by Design Award

The CFDA partnered with Gucci North America to support diversity, inclusion, and equity in fashion through the Gucci Changemakers x CFDA Scholars by Design Award for diverse high school seniors planning to attend a four-year college or university. The 2020 award recipients were Ajai Kasim and Kaya Ugorji. The 2.0 Award, announced in September, is a \$20,000 scholarship specifically for women of color in fashion.

### Additional Scholarships

Through the support of K11 Group Founder Adrian Cheng, CFDA introduced two new scholarships celebrating fashion design-based technology and innovation. The winners were Mohua Goswami of Fashion Institute of Technology and Uyen Tran of Parsons School of Design.

With the support of Suntchi, CFDA also introduced a special scholarship award celebrating image-making and curation. The winner was Eliana Batsakis of School of Art Institute of Chicago.

### Fashion Future Graduate Showcase

CFDA Fashion Future Graduate Showcase, was launched in 2017 in partnership with NYCEDC, MADE IN NY - as a hybrid physical and digital showcase spotlighting exemplary graduate talents to industry.

CFDA transformed the annual Fashion Future Graduate Showcase into a digital showcase of more than 100 Class of 2020 graduate talents searchable by specialization, foci, school and program. Each graduate has been nominated directly by the course leaders of 12 leading undergraduate and graduate fashion design programs as individuals displaying potential as design advocates, innovators and creators within areas ranging from climate action, social justice, diversity, and equitable fashion systems. Read more [here](#).

### Paper & CFDA Celebrate 2020 Graduates

With social distancing guidelines in place, more than three million seniors will not have a traditional graduation ceremony this year. To support the class of 2020, CFDA partnered with Paper magazine to provide five graduating fashion design students with increased exposure through a photo shoot and industry mentorship.

Paper and CFDA's class of 2020 featured Justin Chi (Fashion Institute of Technology), Kenneth Brody McCasland (Academy of Art University), Kyra Buenviaje (Rhode Island School of Design), Max Condon (Savannah College of Art and Design), and Samantha D'Iorio (Parsons School of Design). Read more [here](#).

# FASHION SUPPLY CHAIN

## The Fashion Manufacturing Initiative

The CFDA Foundation, Inc.'s Fashion Manufacturing Initiative (FMI) program, created with the New York City Economic Development Corporation (NYCEDC) in 2013, supports New York City fashion manufacturing (read more [here](#)). In 2020, FMI pivoted to provide critical relief from COVID-19 business disruption expenses. Among the COVID relief programming, the CFDA and NYCEDC provided \$500,000 of micro-grants to A Common Thread to channel funds to 47 NYC-based fashion manufacturers.

## Critical PPE Products

The CFDA Foundation and the Ralph Lauren Corporate Foundation partnered in April to donate critical PPE products needed throughout the United States. The joint donation included 250,000 masks and 25,000 isolation gowns that followed FDA-required standards, which were given to frontline workers in highly impacted areas including New York, New Jersey and North Carolina.

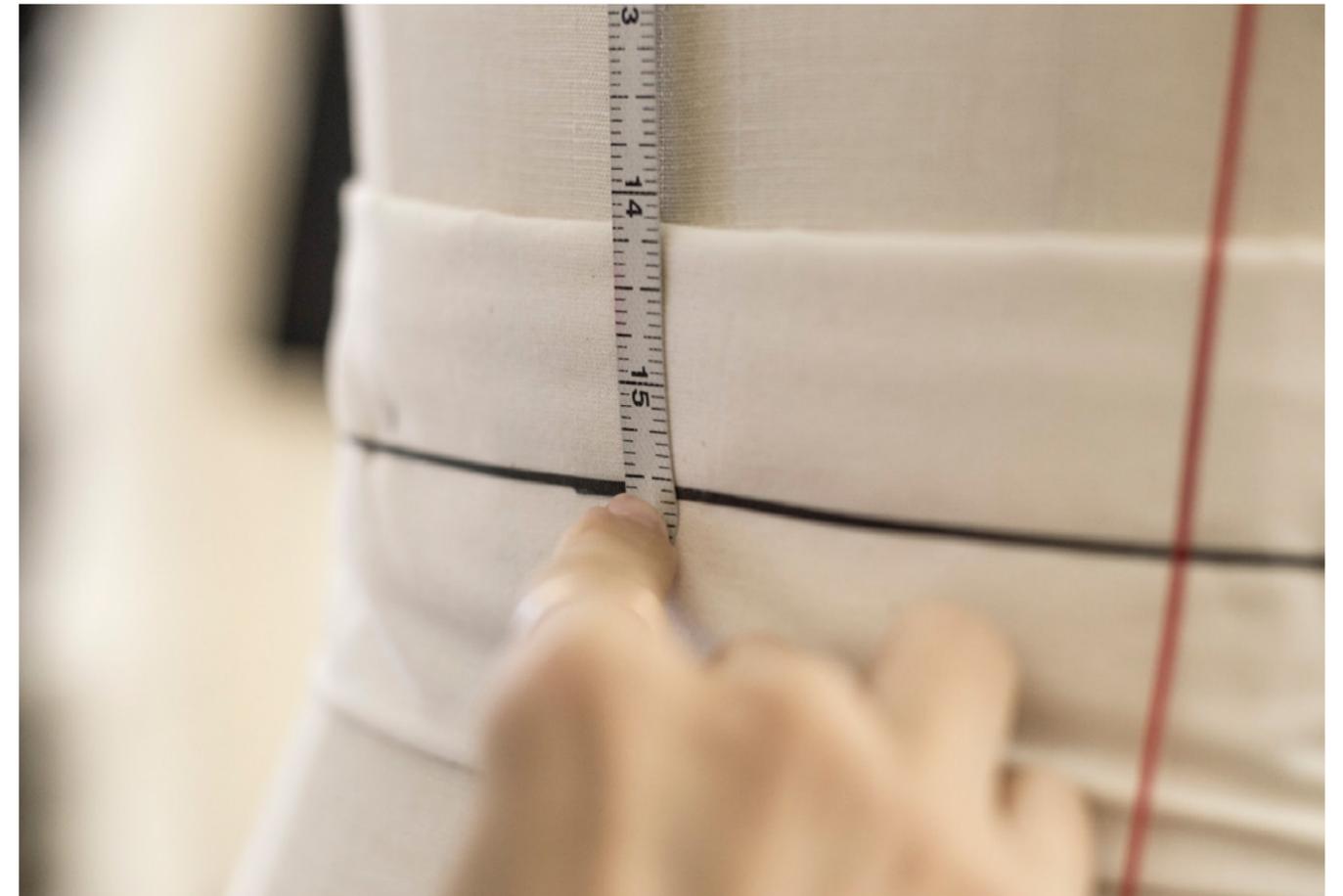
The CFDA team also assisted in connecting designers, manufacturers, raw good vendors, as well as city and state agencies to each other to help create a strengthened domestic supply chain for PPE production for frontline workers. Additionally, resources were distributed via CFDA.com for designers and the greater industry to support and contribute to the non-medical grade mask efforts to protect everyday Americans.

## Workforce Relief Collective

October, the CFDA and NYCEDC introduced the Workforce Relief Collective business development program offering resources to manufacturers and their workers to confront and alleviate hurdles they faced returning safely back to work during the pandemic. Free or low-cost products and services related to transportation, health and safety were among resources distributed to Workforce Relief Collective recipients including Lyft ride credits and a 3-month's supply of surface cleaning essentials from Blueland.

## American Image Awards

The American Apparel & Footwear Association (AAFA) held its first-ever virtual American Image Awards in September with the CFDA Foundation as the beneficiary of the gala for the fourth consecutive year. Host Brooke Baldwin presented honors to Kenneth Cole (Person of the Year), Brandon Maxwell (Designer of the Year), Ralph Lauren Corporation (Company of the Year), Bravo/*Project Runway* (Fashion Maverick), and Alibaba Group (Retail Innovator of the Year). Jeffrey Banks participated in the awards and presented a tribute to the late designer Isabel Toledo.





The CFDA held a board meeting on Tuesday, June 2nd.

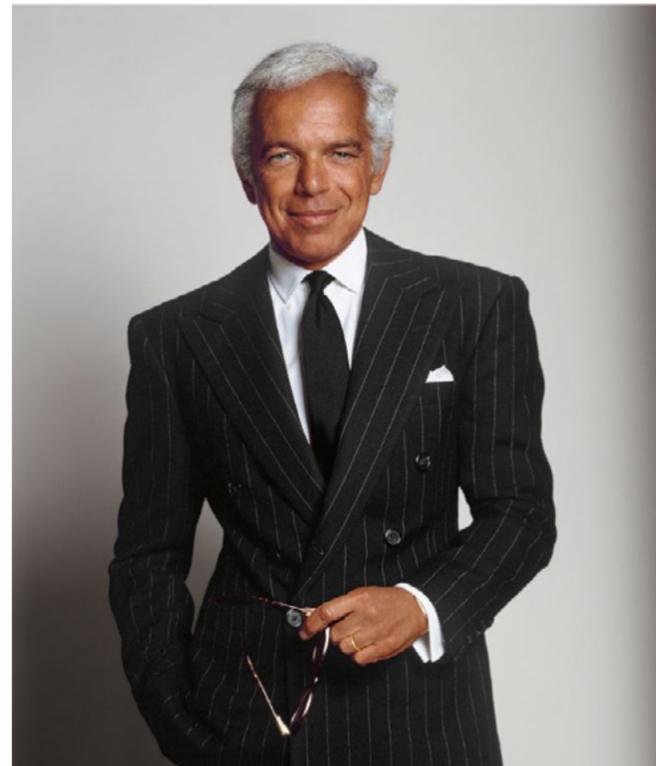
Given the deplorable acts of racism and violence that we have seen play out in our country over this past week, our response as an organization was first and foremost on our minds and in our hearts.

AMERICAN WOMENSWEAR DESIGNER OF THE YEAR NOMINEE



ASHLEY OLSEN & MARY-KATE OLSEN  
THE ROW

2020 CFDA FASHION AWARDS



## EDITORIAL & COMMUNICATIONS

Through CFDA.com and social platforms including Instagram, Facebook, and Twitter, the CFDA has developed a powerful platform to communicate its work and that of its members along with industry-centric features, and spotlights on stylists, influencers, and emerging designers.

### DIGITAL STATISTICS

CFDA Instagram: 890k followers  
 CFDA Twitter: 435k followers  
 CFDA Facebook: 251k followers  
 CFDA YouTube: 20.5k subscribers  
 CFDA TikTok: 25k followers

### TOP 5 INSTAGRAM POSTS

[Emma Chamberlain attends the 2020 CFDA Awards](#)

526k impressions  
 491k reach  
 53k engagements

[CFDA Board Meeting](#)

143k impressions  
 119k reach  
 14k engagements

[CFDA Announces Womenswear Designer of the year Nominees](#)

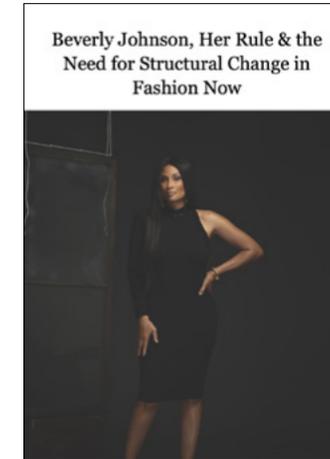
117k impressions  
 100k reach  
 8k engagements

[CFDA Calls on Fashion Community to Help Produce PPE](#)

92k impressions  
 87k reach  
 4.9k engagements

[Ralph Lauren Donates \\$1M to A Common Thread](#)

89k impressions  
 85k reach  
 7k engagements



### WEEKLY NEWSLETTER

The CFDA's weekly newsletter is distributed to an audience of over 20,000 subscribers, keeping them up to date with the latest editorial content on CFDA.com, updates, announcements, and key resources.

### CFDA X I AM A VOTER

I am a Voter is a nonpartisan movement that aims to create a cultural shift around voting and civic engagement. Its mission is to make voter identity mainstream, aspirational, and an integral component of how everyone identifies themselves. In July, at exactly 100 days before the 2020 Presidential election, CFDA launched a partnership to help I am a Voter's efforts for the first official "Register a Friend Day" with a goal to register 100,000 voters across America. The CFDA launched a digital campaign to inspire the fashion community to make sure they are registered with participating CFDA members like Maria Cornejo and Jennifer Meyer along with familiar fashion faces such as Indira Scott and the Suarez Sisters.



Right: Gigi Goode and Marko Monroe

## PARTNERSHIPS

The Partnerships Development team serves as the main fundraising arm for the organization and secures sponsorships for CFDA initiatives. Additionally, the department helps to identify and create valuable business resources and opportunities for CFDA members.

### American Express

American Express is the Founding Partner of RUNWAY360. The CFDA and American Express worked together to amplify the voices of American brands and provide access to exclusive fashion experiences for American Express Card Members. American Express' support for RUNWAY360 not only helps provide designers with a platform to grow but also continues the company's long-standing partnership with the CFDA to cultivate emerging talent in the fashion industry.

### British Fashion Council

The CFDA and British Fashion Council partnered on the "Great Global Designer Face Coverings" collaboration featuring face masks from three American designers - Mara Hoffman, lemlem by Liya Kebede, and Kim Shui - and three British designers - Ahluwalia, Preen by Thornton Bregazzi, and Marques' Almeida. The project raised money for the CFDA's Diversity, Equity, and Inclusivity programming and the BFC Foundation Fashion Fund.

### Fitbit

The CFDA and Fitbit have a long-standing partnership to drive the future vision of wearables fashion, working together to identify the next generation of emerging talent in the fashion tech space to design unique and innovative bands for Fitbit smartwatches. In 2020, CFDA member Victor Glemaud created a unique collection for the brand. Known for knitwear, the designer brought his signature touch to the Fitbit Sense & Versa 3, featuring knits made with REPREVE® recycled plastic fibers.

### Forum by b8ta

The Forum by b8ta store in Los Angeles was launched by experiential retailer b8ta in 2019, offering brands the opportunity to create their own experiences while providing the modern consumer a place to discover and develop meaningful engagements with like-minded companies. In 2020, designers Billy Reid, Pamela Love, Timo Weiland, St. Roche, Nicholas K, and Stirling Barrett of Krewe took over the CFDA shop-in-shop, adding to Forum's innovative fashion and lifestyle retail concept store focused on building community and meaningful engagement.

### Pinterest

Nearly 400 million people come to Pinterest each month to discover ideas and seek inspiration. As part of CFDA's professional development, Pinterest hosted a webinar for CFDA members on best practices to "Grow your business with Pinterest." Brands learned insights about Pinner and the user experience, the newest platform capabilities, ways to optimize their Pinterest page, and storytelling to gain highest engagement on the platform.

### Reebok

With a shared commitment to emerging talent, CFDA and Reebok partnered for New York Fashion Week: Men's in February and identified five emerging talents to bring their creative vision to the brand's most iconic sneakers which they presented with their runway collections. Kenneth Nicholson, paa, Keenkee, Nihl, and Victor Li designers reimaged three Reebok styles - the Zig Kinetica,



From top: CFDA's The Circle of Influence Podcast with TheRealReal; Kim Shui's design for the CFDA & BFC Launch Great Global Designer Face Coverings; The Victor Glemaud band for Fitbit.

Classic Leather and Nylon, and Club C - with artistic renderings that were on display at the central show venue at 296 Canal.

### The RealReal

Luxury consignment retailer The RealReal and the CFDA developed a sustainable fashion podcast series called "Circle of Influence." Hosted by industry veteran Julie Gilhart and Sara Kozlowski, the CFDA's VP of Education & Sustainability Initiatives, the series tackled issues such as rebuilding the fashion ecosystem and the intersection of race and sustainability.

### Suntchi

As a longstanding partner, Suntchi continued to support student-level designers within the CFDA Scholarship Program. Through the CFDA Suntchi Image-Maker Scholar Award, the \$25,000 scholarship celebrates a third year BFA talent within image-making, illustration, curation, styling or creative direction.

Visit [cfda.com/partnerships](https://cfda.com/partnerships) for more.



## CFDA COMMUNITY TESTIMONIALS

### A COMMON THREAD

“This was a very helpful grant- allowed us to keep people going at the studio as we were able to continue development on existing and new things with our vendors and give them confidence that we would remain a reliable partner to them in the midst of a global crisis.”

- **TELFAR CLEMENS, TELFAR**

“Without the grant, we wouldn’t have been able to pay our designers/brands on time, if at all. It provided enormous relief to the business financially, and, for me as the owner/operator, mentally.”

- **EMILY HOLT, HERO SHOP**

“This grant came at the perfect time for our brand - we desperately needed some time to recover and this grant bought us that time.”

- **BECKETT FOGG & PIOTREK PANSZCZYK, AREA**



### THE DESIGNERS HUB

“The Designers Hub has been career-transformational in the best possible way. Bethann Hardison has been doing the work well before the BLM silver lining of last summer. Most importantly, The Designers Hub takes a step beyond applicable advice and mentorship. Bethann is mindful of starting most meetings with a round-robin of ‘checking-in.’ She has created a safe space for crucial emotional support as well as brand development. The creative pathway can be very isolating even before the pandemic, but I often leave The Designers Hub knowing I’m not alone in experiencing the many challenges I’m facing as a new designer.”

- **SALONE MONET**



“I have to say that this was an absolutely incredible idea that I believe saved a lot of businesses and gave people the courage and clarity to move forward when we all needed it the most.”

- **ABRIMA ERWIAH, STUDIO 189**

“A Common Thread has made a great impact to our business. It has helped retain jobs and keep our facility open during a time of uncertainty. The grant has helped by bridging the time gap between government funding. Without your help we would not be where we are today.”

- **AHLEM MANAI-PLATT, AHLEM**

### RUNWAY360

“Runway360 has been pivotal in the marketing of A.Potts to important editors, writers and stylists. It has allowed me to connect with them in an unprecedented way, especially during the pandemic. Even though we couldn’t show in person, we were able to get more eyes on our collections resulting in more engagement, placements and pulls. This is imperative to the growth of my brand as we make a bigger push into wholesaling and e-comm.”

- **AARON POTTS, APOTTS**



### PARTNERSHIPS

“Working with the CFDA in partnership with Reebok and designing looks for Reebok’s Zig Kinetica was a monumental moment for the brand. To have the support and exposure from a coloration with a prominent company such as Reebok remains one of the greatest moments for Kenneth Nicholson. The entire process leading up to the show was so supportive with an amazing team at both the CFDA and Reebok. Speaking with the design team at Reebok as we worked on the shoes was also a huge asset. We opened to a full house with seating and standing room at capacity. We did not know it then but it would be one of the last events of its kind before the pandemic. Having had that exposure with the city shut down just over a month away aided to our brands success during a very difficult time for fashion overall. It was also with this collection that we garnered a nomination for Emerging Designer of the Year for the CFDA Fashion Awards.”

- **KENNETH NICHOLSON**

# FINANCIAL OVERVIEW 2020

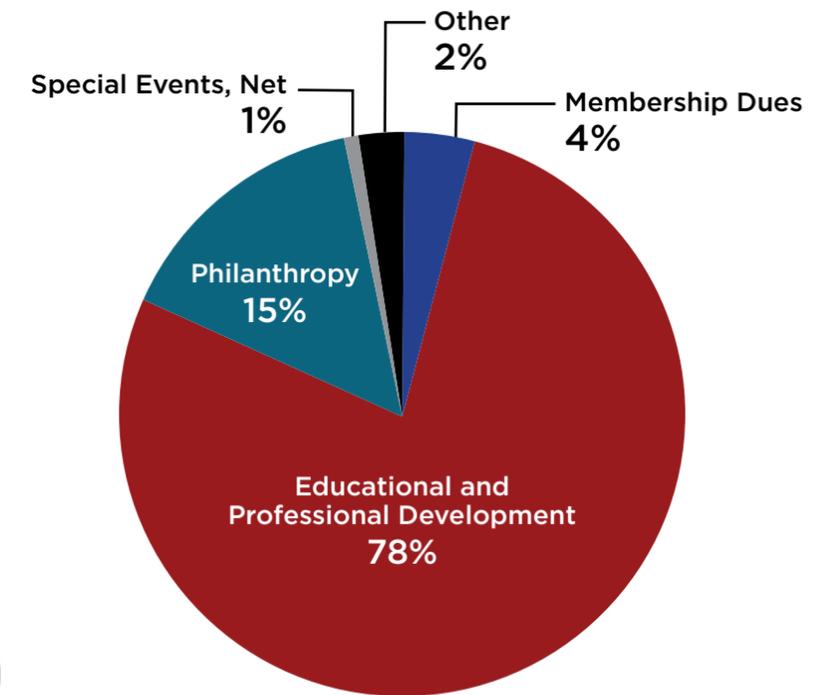
As of December 31, 2020 the Council of Fashion Designers of America and the CFDA Foundation ended in sum with total net assets of \$34.7M down from \$35M million at year-end 2019. Overall both revenue and expenses decreased \$1M+ compared to year 2019. Despite the financial impact of COVID-19, the organization exceeded its annual program spend from 90% to 116% of revenue, mainly for the disbursement of A Common Thread grants to CFDA members and the industry at large.

REVENUE	2020	2019
Membership Dues	365,167.00	662,233.00
Educational & Professional Development	7,018,154.00	6,314,777.00
Philanthropy	1,342,659.00	784,171.00
Special Events, net	76,519.00	1,565,497.00
Other	229,477.00	1,141,331.00
	<b>\$ 9,031,976.00</b>	<b>\$ 10,468,009.00</b>

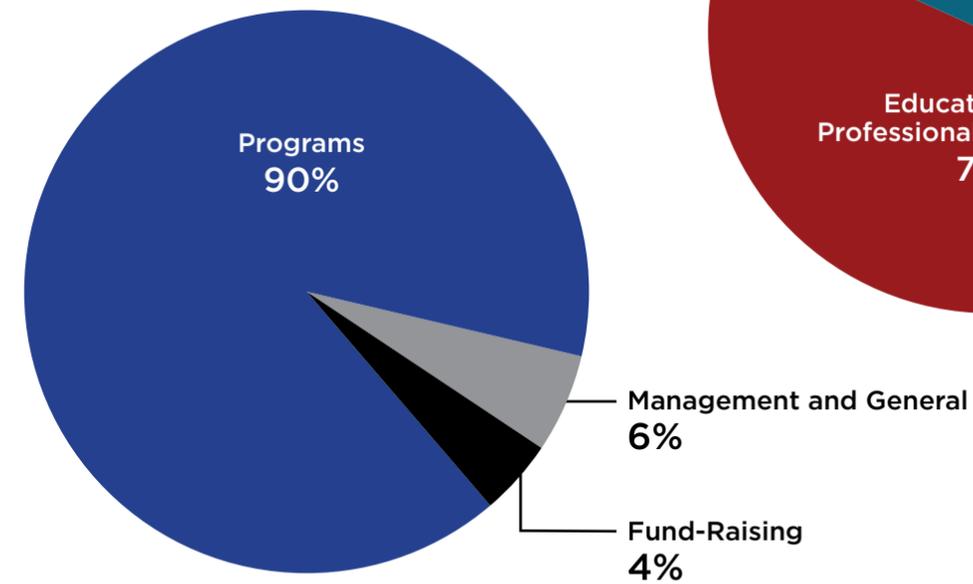
EXPENSES (including depreciation)	2020	2019
Programs	10,450,243.00	11,721,675.00
Management & General	662,136.00	373,657.00
Fundraising (including Special Events)	508,902.00	752,473.00
	<b>\$ 11,621,281.00</b>	<b>\$ 12,847,805.00</b>

STATEMENT OF ACTIVITIES	2020	2019
Revenue	9,031,976.00	10,468,009.00
Expenses	11,621,281.00	12,847,805.00
Excess (deficit) of operating revenue and support over operating expenses	(2,589,305.00)	(2,379,796.00)
Investment return, net	2,327,609.00	3,502,677.00
Change in Net Assets	(261,696.00)	1,122,881.00
Net Assets, Beginning of Year	34,999,766.00	33,876,885.00
Net Assets, End of Year	<b>\$ 34,738,070.00</b>	<b>\$ 34,999,766.00</b>

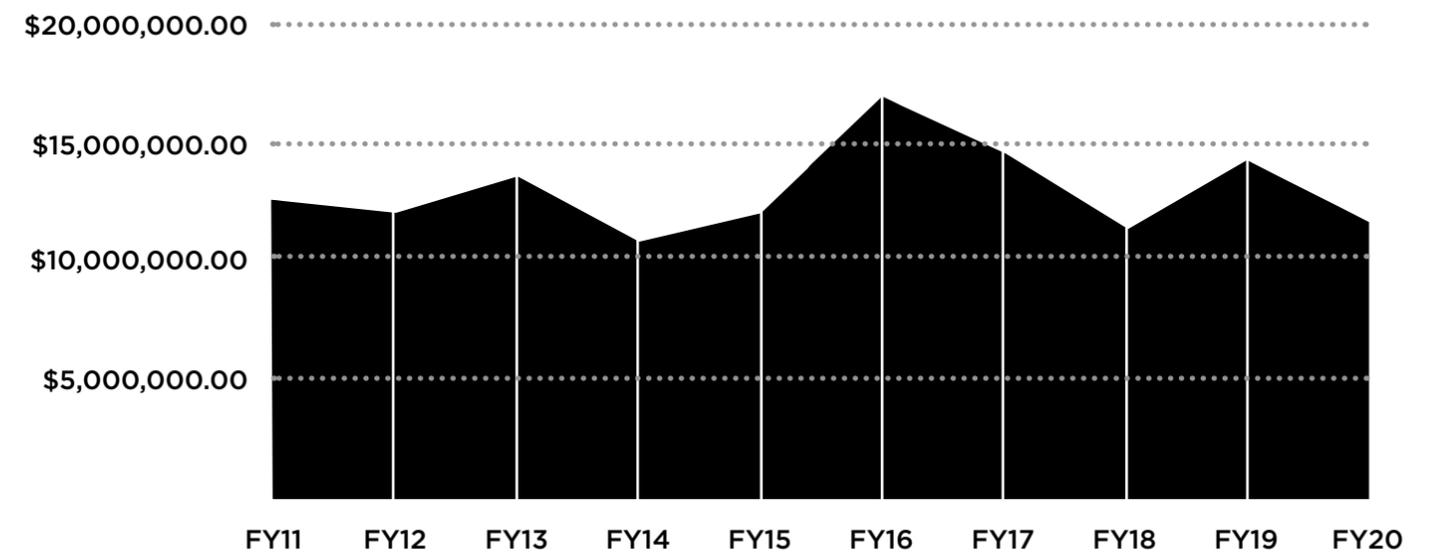
## PERCENTAGE OF REVENUE



## PERCENTAGE OF EXPENSES



## FY11-FY20 TOTAL REVENUE & GAINS



C.F.D.A

**Council of Fashion Designers of America**

**ANNUAL REPORT 2020**

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