

C.FDA

Council of Fashion Designers of America

**ANNUAL REPORT 2019**

**Founded by Eleanor Lambert in 1962, the Council of Fashion Designers of America (CFDA) is a trade association with a membership of nearly 500 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 & Sustainable Strategies**

**Business Development**

**Awards**

**New York Fashion Week**

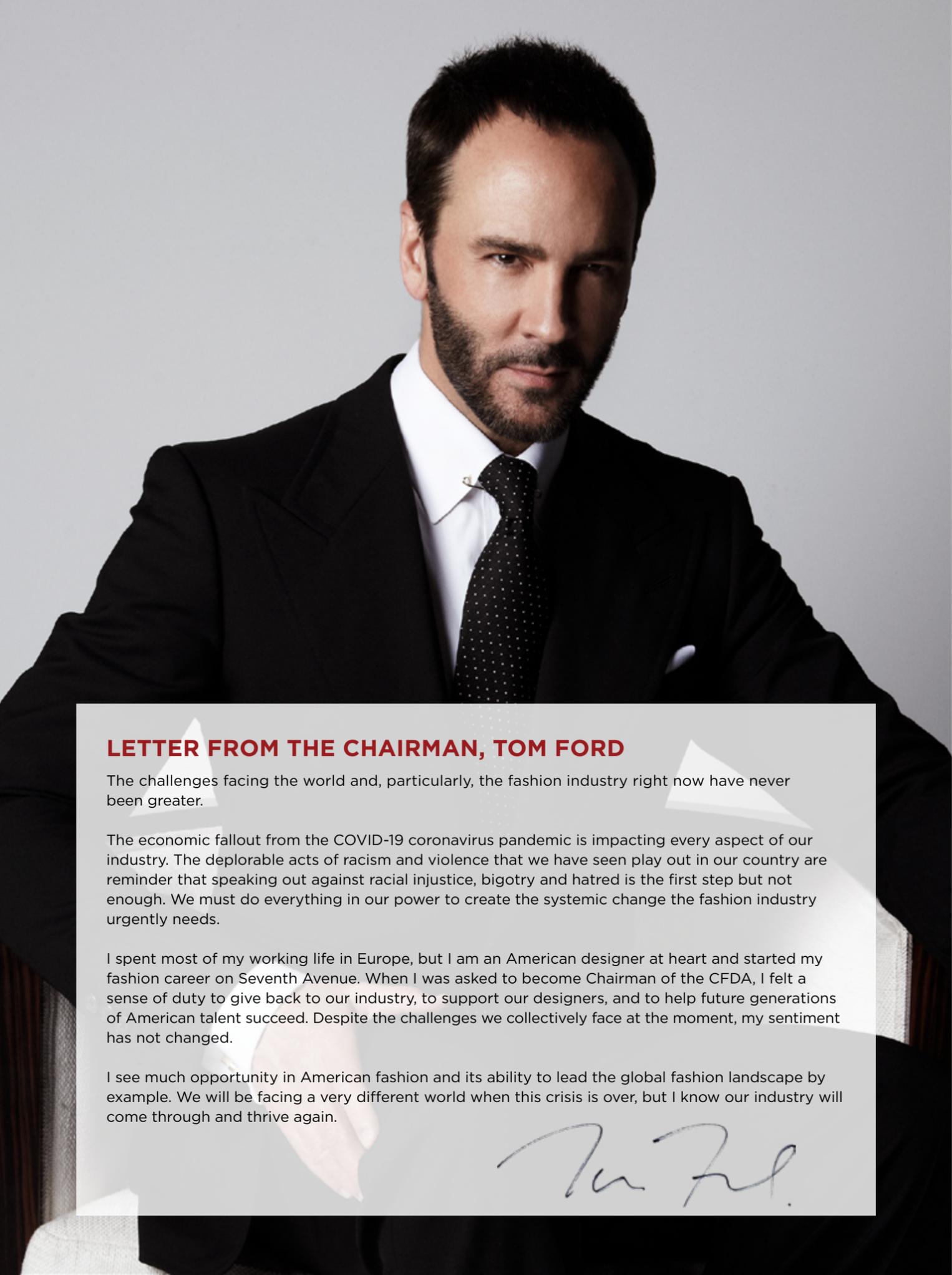
**Fashion Supply Chain**

**Partnerships**

**Social Impact**

**Philanthropy**

**Communications**



### LETTER FROM THE CHAIRMAN, TOM FORD

The challenges facing the world and, particularly, the fashion industry right now have never been greater.

The economic fallout from the COVID-19 coronavirus pandemic is impacting every aspect of our industry. The deplorable acts of racism and violence that we have seen play out in our country are a reminder that speaking out against racial injustice, bigotry and hatred is the first step but not enough. We must do everything in our power to create the systemic change the fashion industry urgently needs.

I spent most of my working life in Europe, but I am an American designer at heart and started my fashion career on Seventh Avenue. When I was asked to become Chairman of the CFDA, I felt a sense of duty to give back to our industry, to support our designers, and to help future generations of American talent succeed. Despite the challenges we collectively face at the moment, my sentiment has not changed.

I see much opportunity in American fashion and its ability to lead the global fashion landscape by example. We will be facing a very different world when this crisis is over, but I know our industry will come through and thrive again.

### LETTER FROM THE PRESIDENT AND CEO, STEVEN KOLB

It's impossible to look back at 2019 without acknowledging the Black Lives Matter movement and business crisis due to COVID-19, both of which will define 2020 and impact our industry. Having said that, I am incredibly proud of all that the CFDA team has accomplished over 2019, including our work on New York Fashion Week, diversity and inclusion, sustainability, and more to serve our membership and the American fashion industry at large. Our Fashion Future Graduate Showcase put the spotlight on the next generation of designers, and Love Ball III raised significant funds in the ongoing battle to defeat HIV/AIDS.

There was the passing of the torch when Tom Ford took over as CFDA Chair from Diane von Furstenberg, our fearless and inspiring leader for 13 years who did so much to push the CFDA forward. Her goal was to make CFDA a family, and she succeeded. We are grateful to her for that and so much more.

The American fashion family has a history of coming together in tough times. We did this with 7th on Sale at the height of the AIDS epidemic in 1990. After 9/11, when we launched the CFDA/Vogue Fashion Fund for emerging talents, and Fashion for Sandy Relief after Hurricane Sandy. Today, our CFDA family is stronger and more unified than ever to rise to this unprecedented challenge.



## MEMBERSHIP

**Membership to the CFDA comes with exclusive access to invaluable business development resources and opportunities, such as workshops, panel conversations, webinars and one-on-one office hours with industry experts in addition to partnership opportunities and member features on CFDA's digital and social platforms.**

### NETWORK

The CFDA hosted over 30 NETWORK. events in New York and Los Angeles to aid in the professional and business development of the membership and their teams. Covering a diverse range of topics - from sustainable fabric innovation to PR crisis management - experts in various fields participated in conversations, workshops, webinars and office hours with CFDA members.

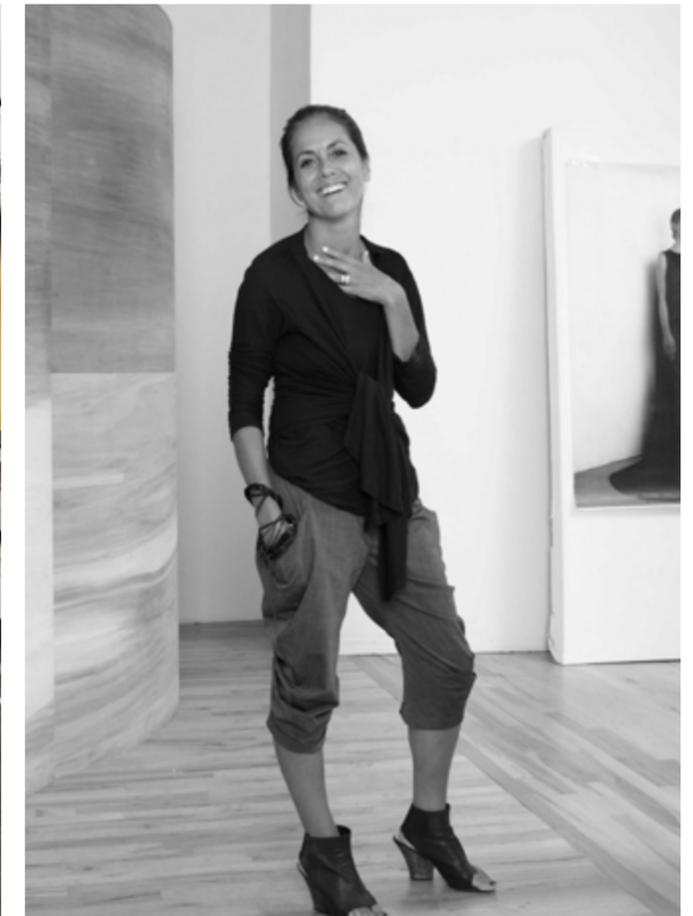
### FASHION LEADERSHIP CONFERENCE

The CFDA hosted the second annual Fashion Leadership Conference at the Hearst Conference Center in April. The event featured highly esteemed social impact leaders who discussed Inclusion & Diversity in Retail, Designing for Disability, What Was Once Waste is Now Fashion, Fashion Servicing the Community, Health & Well-being and Gender Non-Confirming in Design. Kering Americas President Laurent Claquin opened the conference, highlighting the company's commitment to empowering women in the workplace, and sustainability. He was followed by executives from such companies as kate spade new york, Closed Loop Partners, Tommy Hilfiger, Goop, Accenture, and Runway of Dreams.

### THE CFDA BOARD OF DIRECTORS

In October, the CFDA and Chairman Tom Ford welcomed new Directors to the Board: Virgil Abloh, Carly Cushnie, Maria Cornejo and Kerby Jean-Raymond. They join existing Board Members Tracy Reese (Vice Chair), Vera Wang (Secretary), Stan Herman (Treasurer), Stacey Bendet, Dao-Yi Chow, Prabal Gurung, Tommy Hilfiger, Norma Kamali, Michael Kors, Reed Krakoff, Ralph Lauren, Ashley Olsen, Diane von Furstenberg and Italo Zucchelli.

Additionally, Ford created an advisory board featuring experts in the fields of art, entertainment, media, and contemporary culture in general. Serving on the Advisory Board to the Chairman of the CFDA are John Demsey, Nina Garcia, Bethann Hardison, Bryan Lourd, Elizabeth Saltzman, Virginia Smith, Will Welch, and Daniella Vitale.



## THE CFDA WELCOMED 23 DESIGNERS TO THE MEMBERSHIP IN 2019

### Diego Binetti, LOVE BINETTI

A graduate of Miami International University of Art & Design, Binetti relocated to Milan and worked in fashion styling, assisting Antonio Bordonaro for several fashion houses. He learned sewing, pattern making, and draping at Istituto Marangoni, and moved back to New York in 2001 to co-found a label with Ada Lee. He launched his womenswear brand LOVE Binetti in 2011. [@lovebinetti](#)



### Emily Adams Bode, BODE

A Parsons School of Design and Eugene Lang graduate with a dual degree in menswear design and philosophy, the Atlanta native is lauded for her ingenious use of thrifted materials and rejigging of the American fashion vernacular. The 2018 CFDA/Vogue Fashion Fund runner-up won Emerging Designer of the Year at the 2019 CFDA Fashion Awards. [@bode](#)



### Kristopher Brock and Laura Vassar, BROCK COLLECTION

Vassar and Brock founded their women's luxury ready-to-wear label in 2014. The brand was established out of a shared aesthetic intellect between the two designers, which draws equally from a sun-kissed, natural elan and a sophisticated, down-to-earth composite of beauty. [@brockcollection](#)



### Beth Bugdaycay, FOUNDRAE

In the spirit of her artisan grandmother who utilized antique materials in her works, Bugdaycay breathes new life into otherwise traditional jewelry styles. Inspired by the unconventional beauty in objects found from her everyday life, she designs chic, effortlessly free-spirited and modernized heirlooms. [@foundrae](#)



### Danielle Corona, HUNTING SEASON

The Miami native of Cuban descent began her fashion career in the Roman accessories atelier of Valentino and at VBH. She launched Hunting Season in New York in 2006, and moved to Bogota, Colombia in 2013. Each of her handbags are created from luxurious leathers, and feature Italian handmade hardware and hand-woven straw for a rich texture in the designs. [@huntingseasonnyc](#)



### Jeffrey Dodd, JEFFREY DODD

The Iowa native studied at Pratt Institute and worked in merchandising at Ralph Lauren and on the design team at Rachel Zoe before launching his own label in 2014. Dodd explores the juxtaposition of colors, textures and seemingly-incompatible inspirations—many influenced by his childhood travels to the American Southwest. [@jeffreydodd](#)



### Beckett Fogg and Piotrek Panszczyk, AREA

Fogg and Panszczyk met while pursuing their Masters in Fashion Design and Society at Parsons School of Design. They founded Area in 2014, melding their uniquely diverse backgrounds to explore history, aspiration, and conceptualized ideas of glamour. Area's signature is multi-faceted—witty, glam, playfully decadent, and injected with a pop energy. [@area](#)



**Nicola Glass,  
KATE SPADE NEW YORK**

Nicola Glass joined kate spade new york as Creative Director in 2018. She is responsible for leading all creative aspects of the brand, including women's accessory and ready-to-wear design, brand imagery and store environments. Prior, Glass was on the design teams at Michael Kors and Gucci. [@katespadeny](#)



**Victor Glemaud,  
VICTOR GLEMAUD**

Glemaud started his career while at Fashion Institute of Technology. After a stint in PR for KCD, the Haiti-born designer returned to design as Womenswear Design Advisor and then Studio Director at Paco Rabanne, followed by a Style Director role at Tommy Hilfiger. The 2017 CFDA/Vogue Fashion Fund finalist launched his statement knitwear collection for all people, genders, races, sizes, and personalities in 2006. [@glemaud](#)



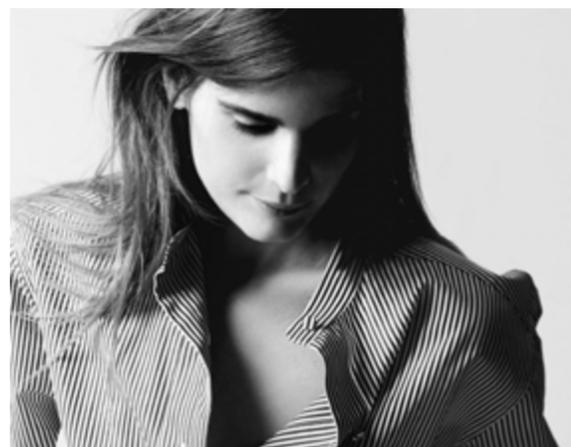
**Batsheva Hay, BATSHEVA**

Hay left her career as a lawyer and started to redesign vintage dresses, which led to her label's launch in 2016. Growing up, her artist mother took her to flea markets and vintage shops and dressed her in antique calico dresses, which informs her aesthetic today. Hay uses vintage and limited-run cotton quilting fabric, as well as fabrics she designs herself. [@batshevadress](#)



**Catherine Holstein, KHAITE**

Catherine Holstein attended Parsons School of Design, and began her career when Julie Gilhart picked up her junior thesis collection for Barneys New York. The eponymous womenswear line was sold at 40 stores worldwide when Holstein decided to close her company and pursue a more collaborative approach. From 2009 to 2014, she worked as a design director and consultant for brands such as Gap, Vera Wang, Maiyet, and The Elder Statesman before launching Khaite in 2016. [@khaite\\_ny](#)



**Ilana Kugel, KORAL**

Rio de Janeiro native Ilana Kugel launched her Koral swimwear and premium athleisure wear label in 2013, featuring sports bras, tanks, jackets, tops, jumpsuits, and pants in sophisticated hues and slimming designs that elevate the female form. The LA-based activewear brand is crafted for high performance, and fashionable, while maintaining sustainability for the modern-day woman. [@koral](#)



**Jasmin Larian Hekmat,  
CULT GAIA**

Larian Hekmat launched her LA-based brand in 2012 and has since grown it from the coveted Ark Bag into a complete collection featuring ready to wear, accessories, footwear, and swimwear. Inspired by femininity, nature, and architecture, the cornerstone of Cult Gaia is about conversation starters that are an object d'art and also an accessory. [@cultgaia](#)



**Dion Lee, DION LEE**

This Sydney, Australia designer's aesthetic is technical with an intelligent sensuality. Each collection marries innovative construction, with a consciousness of the female form. Textiles are engineered to form sculptural embellishments. Architectural silhouettes are dissected to enhance movement and the flow of air and light. Lee and his design studio are now based in New York. [@dionlee](#)



## THE NEW CFDA MEMBERS

### Sheryl Lowe, SHERYL LOWE JEWELRY

A trained artist and dynamic creative with a lifelong passion for design, Sheryl Lowe draws inspiration from her Southern California upbringing surrounded by sand, surf, and the Sunset Strip. Each piece embodies a unique story of the raw beauty found in nature and is thoughtfully handcrafted with a genuine artisanal passion that defines the effortlessly glamorous collection. [@sheryllowejewelry](#)



### MICHAEL MACCARI

Maccari was most recently the driving design force behind Perry Ellis, a role he had held since 2014. His creative vision helped to develop a unifying thread that began with product, and expanded across all visual elements associated with the brand. Prior, he served as Fashion Director and Senior Vice President of Design for Armani Exchange. [@mmmac](#)



### Mary Alice Malone, MALONE SOULIERS

Born and raised in the heart of the Pennsylvania countryside, Malone honed her craft with the Cordwainers course at the London College of Fashion and refined her skills at several ateliers before launching her own brand. She designs primarily in architectural principle, and then to trend, prioritizing an exacting standard. Malone Souliers is the culmination of the designer's research of the craft and her dedication to its mastery. [@malonesouliers](#)



### Sylvie Millstein, HELLESSY

Millstein launched Hellessy ready-to-wear in 2012 from her Soho studio. Born and raised in Paris, she moved to New York City with her family after wrapping a 10-plus year career as a senior merchant with houses including Chanel, Givenchy, and Harrods in Europe and Japan. [@hellessy](#)



### Omar Salam, SUKEINA

Salam graduated from Parsons School of Design with a degree in fashion. He began his career working for Sonia Rykiel in Paris and became Visual Director for the New York City branch. He spent seven years with Madame Rykiel and fostered a meaningful relationship with the designer. In 2010, he joined Christian Lacroix and spent two years with the house, before launching his own collection. [@s.u.k.e.i.n.a](#)



### Emily Smith, LAFAYETTE 148

Smith studied at Savannah College of Art and Design, and moved to New York for an internship with the Bill Blass design team. Since joining Lafayette 148 New York in 2002, her warm and collaborative design approach, technical mastery, and gift for perfecting a garment from the inside out has propelled her rise to Creative Director for the brand. [@lafayette148ny](#)



### Gladys Tamez, GLADYS TAMEZ MILLINERY

Tamez studied art in Monterrey, Mexico and design in Florence, Italy. The goal for founding Gladys Tamez Millinery was to create a true luxury heritage product. Her design philosophy is influenced by contemporary art and sculpture which she sees as a vanguard that informs her luxurious craftsmanship, style and vision. [@gladystamezmillinery](#)



Please visit [cfda.com/members](https://cfda.com/members) for the complete list of CFDA members.

## THE 2019 CFDA FASHION AWARDS

**Since 1981, the CFDA Fashion Awards have honored the best talent in the American and global fashion industry. For the honorees, nominees, and all winners of a Trova trophy, the awards are a validation of their work's impact and influence. The annual event also serves as CFDA's main fundraiser, supporting the organization's programming including scholarships, professional development, philanthropy and social impact.**

### THE 2019 CFDA FASHION AWARDS AT THE BROOKLYN MUSEUM

June 3rd was a night to remember – especially for the awards recipients. Brandon Maxwell won his second CFDA award, taking home the Trova trophy for Womenswear Designer of the Year (his first award was in the emerging womenswear category in 2016). Rick Owens, the 2017 Geoffrey Beene Lifetime Achievement award recipient, was named Menswear Designer of the year. Mary-Kate and Ashley Olsen won Accessory Designer of the Year for The Row. They were recipients of the same award last year, and now have five CFDA Awards under their belt.

Hasan Minhaj and Jessica Williams each presented two of the nominee categories.

Jennifer Lopez was named Fashion Icon, presented by Tom Ford. Amanda Harlech gave a heartfelt tribute to Karl Lagerfeld. Harold Koda presented Lynn Yaeger with the Media Award. Sarah Burton of Alexander McQueen was recognized with the Valentino Garavani and Giancarlo Giammetti International Award, presented by Anna Wintour. The Geoffrey Beene Lifetime Achievement Award was presented to Bob Mackie by Bernadette Peters. The Founder's Award in honor of Eleanor Lambert was presented to Carine Roitfeld by Tom Ford. The Positive Change Award was presented to Eileen Fisher by Dao-Yi Chow and Maxwell Osborne. Yara Shahidi presented Barbie with the Board of Directors' Tribute award.

The 2019 CFDA Fashion Awards would not have been possible without the support of Official Hydration Partner LIFEWTR; Official Airline Partner American Airlines; Official Wine Partner Ecco Domani; Official Carpet Partner ECONYL®; Official Ride Share Partner Lyft; Official Spirit Sponsor Maestro Dobel Tequila; Official Champagne Partner Perrier-Jouët, and Official Hotel Partner The Standard.

Watch the complete 2019 CFDA Fashion Awards ceremony [here](#).

Clockwise from top: CFDA Fashion Icon Jennifer Lopez; Awards presenter Jessica Williams; Womenswear Designer of the Year Brandon Maxwell.



**The CFDA/Vogue Fashion Fund was established in 2003 to help emerging American design talent find continued success in the business of fashion.**

The prize of \$400,000 for the winner and \$150,000 each to the two runners-up is expected to be used to further develop each designer's business. The award also includes mentorship from an esteemed group of industry professionals whose expertise is tailored to the designers' needs and future goals.

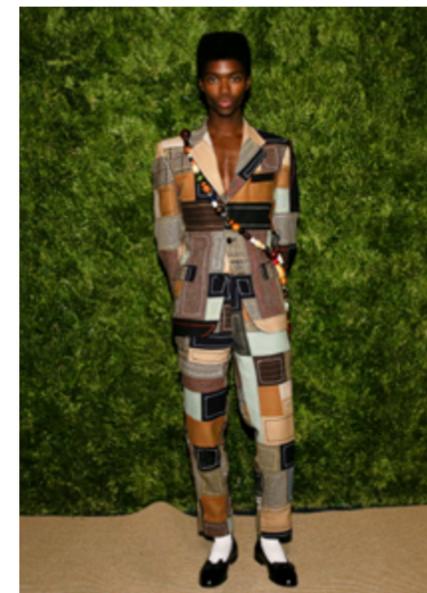
This 2019 Fashion Fund finalists included the fund's youngest-ever participant, 21-year old Reese Cooper, and the first bridal brand, Danielle Frankel. They were joined by Abdul Abasi and Greg Rosborough of Abasi Rosborough, Alejandra Alonso Rojas, Victor Barragan of Barragán, Christopher John Rogers, Hillary Taymour of Collina Strada, Raffaella Hanley of Lou Dallas, Siying Qu and Haoran Li of Private Policy, and Natalie Ratabesi of Tre by Natalie Ratabesi. Throughout the program, the finalists were followed closely on CFDA's first-ever IGTV series, The Fashion Fund.

The Design Challenge was held in partnership with Zara and focused on sustainability. Each finalist was asked to select a vintage piece that spoke to them and team it with a new piece they designed with sustainable fabrics provided by Zara. After presenting the looks to the judges, the designers and their muses were celebrated at a cocktail party at The Well.

The 2019 awards dinner was held at the new Cipriani South Street in downtown Manhattan. The evening featured a fashion show and culminated with Ashley Graham, Paloma Elsesser, and Alton Mason crowning Christopher John Rogers as the winner, and Danielle Frankel and Reese Cooper as the runners-up.

The 2019 CFDA/Vogue Fashion Fund was supported by underwriters Instagram, JD.com, Klarna, M•A•C Cosmetics, Nordstrom, Saks Fifth Avenue, Theory, Vogue, and Zara. Special thanks to Perrier-Jouët, The Standard, M•A•C Cosmetics, Paul Mitchell, and Paintbox.

Left: Winner Christopher John Rogers with runners-up Danielle Hirsch of Danielle Frankel and Reese Cooper. Below from left: Alton Mason; A look from finalist Lou Dallas at the fashion show.



**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

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. From emerging designers to CFDA/Vogue Fashion Fund finalists and winners and established and heritage brands, New York Fashion Week continues to grow and evolve to serve the industry-at-large.

### FIVE DAYS, FIVE NIGHTS

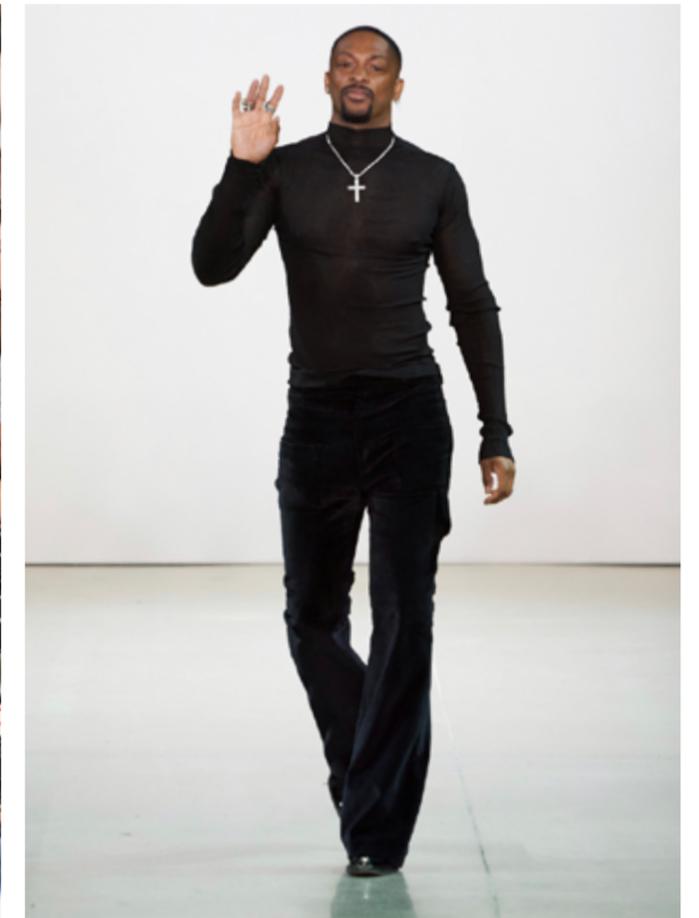
Led by the direction of CFDA Chairman Tom Ford, New York Fashion Week underwent an important transformation: a shortening of the week to five days and five nights. The change was effective in September 2019 for the Spring-Summer 2020 season.

Heeding the call to consolidate the show schedule, allow for more economical international planning, and streamline the week overall, the evolution of the week was executed in collaboration with key industry stakeholders.

### TOM FORD CELEBRATES INTERNATIONAL EDITORS & RISING TALENT

For his first New York Fashion Week as CFDA Chairman, Tom Ford hosted a dinner to celebrate international editors and rising talent in an intimate setting at Indochine.

“This is about bringing together really wonderful talent that New York has with journalists from all over the world,” Ford told his guests, which included Edward Enninful, Emily Adams Bode, Maryam Nassir Zadeh, Carine Roitfeld, LaQuan Smith, Kerby Jean-Raymond, Suzy Menkes, Christopher John Rogers, Mike Eckhaus and Zoe Latta, Beckett Fogg, Jefferson Hack, Sophia Neophitou, and Karla Martinez de Salas.



Clockwise from top left: A Michael Kors runway look; LaQuan Smith; Tom Ford, Anna Wintour and Edward Enninful at Indochine; a Carolina Herrera runway look.



The 3:0 Elaine Gold Launch Pad cohort featured Shanel Campbell, Graham Baldwin, Rui Zhou, Caragh Bennet, Loren Thomas, Mariah Pershadsingh, and Dana Hurwitz.

### ELAINE GOLD LAUNCH PAD 2.0

The second edition concluded in February at Camp David within Brooklyn's Industry City. The designers were challenged to map out their future around innovation, sustainability, and technology. Angela Luna of Adiff and Morganne Leigh of Tyche + Iset each received the top prize of \$55,000. Moya Annece and Ashley Cimone of Ashya, Leila Dumond of Cyril Studio, and Leonid Batekhin of Occhii took home \$10,000 each. In total, the designers received \$200,000 in micro awards, including a \$25,000 donation from MZ Wallace, and an in kind one-year Industry City office space. Read more [here](#).

### ELAINE GOLD LAUNCH PAD 3.0

The [designers](#) started the program's third edition in October. Program highlights included a [Financial Bootcamp with Michael Celestino](#) and the [Design Sprint Presentations](#). The 3.0 winners were announced in March 2020 with Bond Hardware receiving \$70,000; Graham Tyler \$40,000; Bed on Water \$10,000 and the Industry City Award; Zena \$25,000, and Rui Zhou \$5,000. In total, the designers received \$325,000 in micro awards and mentorship, including donations from the Valentino Garavani and Giancarlo Giammetti Foundation (\$100,000) and K11 (\$50,000). Read more [here](#).

### THE CFDA + LEXUS FASHION\* INITIATIVE

The 9-month business development program's mission was to inspire thought leadership, facilitate the implementation of innovative business practices and activate meaningful change within American fashion and its journey to sustainability. The participants were Dao-Yi Chow and Maxwell Osborne of Public School; Tracy Reese of Hope for Flowers; Abdul Abasi and Greg Rosborough of Abasi Rosborough; Araks Yeramyian of Araks, and Jonathan Cohen and Sarah Leff of Jonathan Cohen. Public School took home the grand prize of \$100,000 and Hope for Flowers' Tracy Reese received \$5,000 as a runner-up. In total, the designers were awarded \$180,000 in micro grants to advance positive change with the highest impact potential. Read more [here](#).



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

Selected program participants receive strategic guidance powered by bespoke education and mentorship centered on specialization, creative entrepreneurship, and sustainable innovation. Open access, topic-focused sustainability resources support education and industry in building transformative fashion futures.

### THE SUSTAINABILITY RESOURCE HUB

As part of a significant expansion of sustainability initiatives, the CFDA provided open access, all audience education, tools and resources via the new Sustainability Resource Hub on CFDA.com. It is home to an A-Z [Sustainability Resources](#) directory of more than 400 need-to-know stakeholder contacts; the [CFDA Guide to Sustainable Strategies](#); a hands-on [Sustainable Strategies Toolkit](#), and a developing fiber education-based [Materials Index](#). Additionally, the [CFDA KPI Design Kit](#) called A Sustainable Strategies Playbook for Measurable Change and created from the work of an NYU Stern MBA Student team is designed to help designers create clear-tiered KPIs based on nine topics within the CFDA Guide to Sustainable Strategies.

### ELAINE GOLD LAUNCH PAD

The CFDA and the Accessories Council partnered in 2017 to create the 23-week virtual residency for early emerging talent in business from 0-3 years. The program, underwritten by a \$1.5 million donation to the CFDA Foundation in honor of the late accessories maven and mentor Elaine Gold, focuses on creating value through sustainability, innovation, and technology. Since its launch, 16 brands had access to over 45 mentors and \$700,000 in goal-based micro grants and kind awards through Camp David and Industry City. Read more [here](#).



An indigo extraction process from 2019 Liz Claiborne Design for Impactful Futures Scholar Isabel Holden's presentation.

### 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](#)). The 2019 CFDA Design Scholar Award recipients were Jacques Agbobly of Parsons School of Design and Yimei Hu of Rhode Island School of Design, each receiving \$25,000. Aaron Mak of Parsons got an honorable mention and \$3,000.

### 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 2019 recipient was Samantha Diorio of Parsons School of Design. Sarah Lim of Parsons received an honorable mention and \$3,000. Read more [here](#).

### 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 2019 recipient was Isabel Holden of Marist College. Alice Michell of Academy of Art University received an honorable mention, \$3,000, and a \$1,000 Donald Drawbertson Illustration Award. Read more [here](#).

### THE GUCCI CHANGEMAKERS X CFDA SCHOLARS BY DESIGN AWARD

In 2019, 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, featuring a scholarship specifically for diverse high school seniors planning to attend a four-year college or university. Two students will be selected and awarded up to \$20,000 per year in scholarship funds with eligibility of up to 4 years combined with mentorship. Read more [here](#). The award recipients, announced in June 2020, were Ajai Kasim, who is headed to Parsons School of Design, and Kaya Ugorji, who will study at Fashion Institute of Technology.

### KENNETH COLE FOOTWEAR + INNOVATION AWARD

The one-year design fellowship opportunity for fashion graduates combines footwear design with social consciousness. The selected designer receives a full-time 12-month fellowship across multiple teams at Kenneth Cole Productions as well as a \$50,000 stipend. Sloan Fox, who had graduated from Kent State University, was the 2019 Fellow. Read more [here](#).

### THE FASHION FUTURE GRADUATE SHOWCASE

In June 2019, Fashion Future Graduate Showcase spotlighted 50 exemplary talents of all design specializations selected from more than 300 BFA/ MFA applicants from 11 invited American design colleges. The curated CFDA exhibition showcased graduate collections to more than 600 industry attendees. Learn more about these top graduates [here](#). The Showcase was made possible by underwriters Dia & Co and Reebok with additional support from Adrian Cheng/K11 and The Standard.

### THE FASHION EDUCATION SUMMIT

Encouraging dialogue between education and industry, the 2019 summit at the Crosby Street Hotel featured a 360-degree idea-exchange centered on diversity and inclusion and the role of sustainable innovation as levers of change. Read more about each presentation [here](#). The Summit was made possible by underwriters Dia & Co and Reebok with additional support from Adrian Cheng/K11 and The Standard.

### THE DIA & CO INCLUSIVE BY DESIGN {EDUCATION} FUND

The CFDA + Dia & Co Inclusive by Design {Education} Fund was created to advance body positivity, design diversity, and inclusive design thinking in American fashion education. The winners were Lauren Peters of Columbia College Chicago and Amy Sperber of Fashion Institute of Technology, each receiving \$10,000. Grace Jun of Parsons School of Design and Kenlyn Jones of Massachusetts College of Art and Design took home \$5,000. Read more [here](#).



## RETAIL

As part of the CFDA's commitment to support the business growth and development of our members, the organization has created several retail programs. Members Lisa Mayock & Jeff Halmos of MONOGRAM participated in the CFDA shops at Fred Segal in Los Angeles and Showfields in New York:

*"The overwhelmingly positive response we received from the CFDA x Fred Segal shop eventually led us to expand beyond direct-to-consumer and launch the wholesale channel for our brand. It reinforced the need for direct-to-consumer and brick-and-mortar to work hand in hand when telling our brand's story."*

- Lisa Mayock & Jeff Halmos, MONOGRAM



## SOCIAL IMPACT

In 2019, the CFDA's Social Impact work sharpened its focus on diversity and inclusion. Critical to this work and with the leadership of industry trailblazer Bethann Hardison, the CFDA hosted several business workshops at its headquarters for emerging designers and entrepreneurs of color. The series was developed to provide business education, mentorship, and networking opportunities for creatives across all fashion design disciplines.

*"The Bethann Hardison & CFDA Emerging Designer Workshops was such a viable program for me. It not only shared great resources and introduced me to an array of fellow black designers within the industry, it also acted as the fashion mentorship foundation that I needed. It was a place to be honest, vulnerable, and take away tangible action steps to help advance each brand. I can truly say I look forward to these monthly meet ups and I leave them feeling inspired, and excited to continue growing my business."*

Sade Mims, founder and designer of accessories and jewelry brand EDAS

## CFDA IMPACT STORIES

### SUSTAINABILITY

The CFDA has a longstanding commitment to sustainability. Over the years, we have developed progressive programs, resource guides, and thought leadership around the different ways our industry can reduce its impact on our planet. Our mission is to empower our community to take a proactive approach towards the intersection of business and sustainability.

*"The CFDA + Lexus Fashion\* Initiative was instrumental in our brand's goal to transform into a more conscious and responsible brand. With the help of the CFDA and the community, we were able to create new systems within our company that will have a lasting impact on our brand. We were able to meet and work closely with different mentors and organizations, such as the United Nations, who were able to share their knowledge and help guide us in the right direction. Without the CFDA, the journey would have been extremely difficult to achieve in such a short period of time."*

- Jonathan Cohen (pictured with business partner Sarah Leff)



### FASHION SUPPLY CHAIN

The CFDA has built an expansive initiative, the Fashion Manufacturing Initiative (FMI), within the organization's supply chain initiatives to support and preserve fashion manufacturing in New York City. The assistance offered benefits the greater industry, including the designers who rely on manufacturers to support their business growth. From investments in advancing local technology to workforce development, the FMI has created positive economic impact and continues to address the business needs of manufacturers and designers alike.

*"I am very grateful for the opportunity to work with the CFDA and New York City Economic Development Corporation to be selected as a 2019 FMI grant recipients. The entire process was a productive experience, from learning about how the CFDA serves manufacturers to developing valuable relationships within the CFDA network for sourcing, design, pattern making, and government support. The funding from the grant we received has allowed us to accomplish our physical relocation and acquire our machinery needs, as well as begin to update our technology and enhance areas of compliance, which have strengthened our team and reputation in the industry."*

- Justin Christensen of Hertling Industries, 2019 FMI Grant Fund Recipient

### SCHOLARSHIPS

Since its inception in 1996, the CFDA Scholarship Program has awarded more than \$2 million and 300 scholarships to fashion design students from more than 23 invited leading American colleges and universities. In recent years, the CFDA has expanded its commitment to education and professional development by establishing several new and innovative programs along with scholarships and grants for all phases of the designer lifecycle: from students, to emerging talent, and established CFDA Members.

*"The CFDA served as an incredible resource for information regarding sustainable materials, responsible supply chain management, and circular approaches to creating product. I found it imperative to not only understand our company's current product efforts, but also the product sustainability efforts of others in our industry. Following the celebrated success of the Maddox Resource, which I had the great fortune to collaborate on, I was offered a permanent position to join the Kenneth Cole Gentle Souls team as their Assistant Footwear Designer."*

Susan Zienty, CFDA Scholarship Recipient (2017 Liz Claiborne Impactful Futures Scholar and 2018 KCP Footwear + Innovation Award Fellow)



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: 778k followers

CFDA Twitter: 439K followers

CFDA Facebook: 250k followers

CFDA Youtube: 18k subscribers

TOP 5 INSTAGRAM POSTS

[Bella Hadid at Ralph Lauren SS20](#)

618k reach

768k impressions

28.6k engagements

[Gigi Hadid at MET Gala 2019](#)

406k reach

466k impressions

15.7k engagements

[Kylie Jenner in Emerging American Labels](#)

350k reach

405k impressions

12k engagements

[Serena Williams at SI Fashionable 50](#)

344k reach

368k impressions

10.5k engagements

[Rihanna Launches Fenty](#)

322k reach

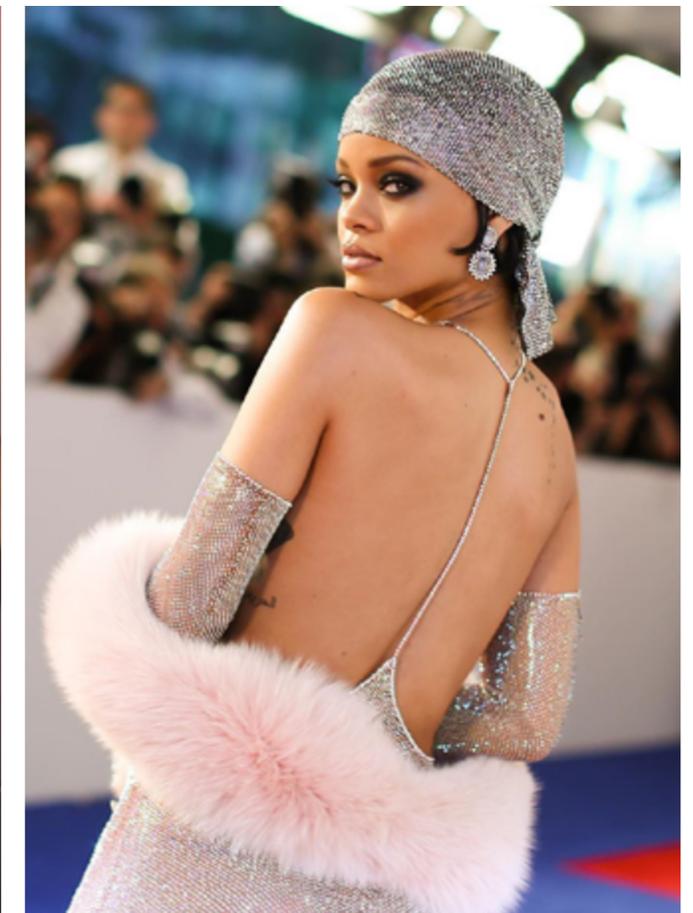
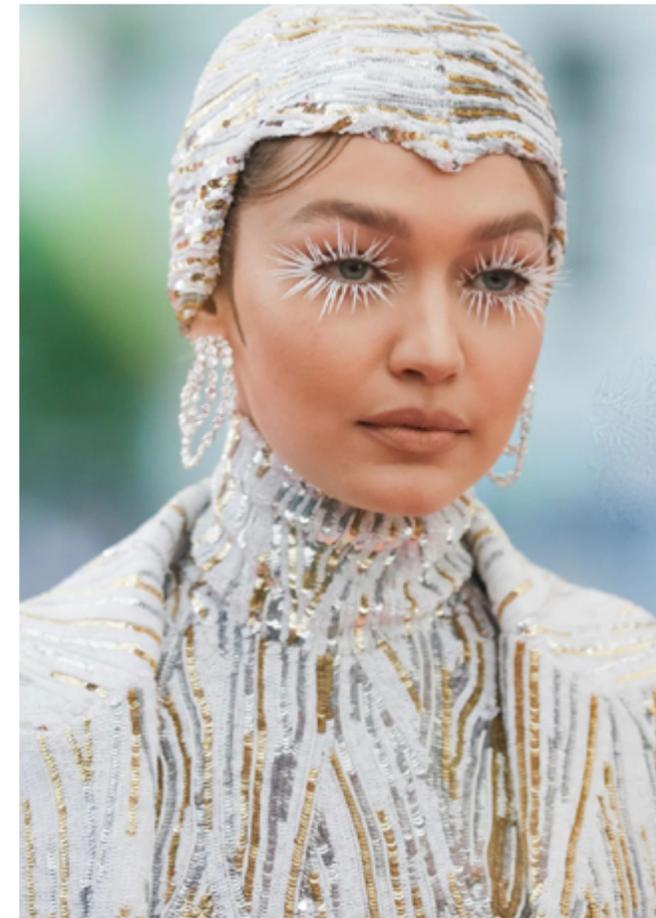
353k impressions

15.5k engagements



WEEKLY NEWSLETTER

The CFDA's weekly newsletter is distributed to an audience of over 15,000 subscribers, keeping them up to date with the latest editorial content on CFDA.com, updates, announcements, and key resources.





### THE FASHION MANUFACTURING INITIATIVE EXPANDS

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 October, FMI expanded into a \$14 million public-private partnership with a comprehensive suite of programs to address the ever-changing needs of fashion manufacturers.

New programming includes the [Local Production Fund](#) pilot grant program to encourage U.S. designers to start or increase their production in New York City by matching them with manufacturers who have received credits to be used exclusively for production runs with participating designers.

FMI is also supported by industry leaders including founding partners Andrew Rosen of Theory and Ralph Lauren. Additional support is provided by Walmart, as well as CFDA official logistics partner DHL, the American Apparel & Footwear Association (AAFA), Premiere Vision, and SwatchOn.

### THE FMI GRANT FUND

The 2018-19 Fashion Manufacturing Initiative (FMI) Grant Fund marked the largest investment and the highest number of recipients in a single year with \$730,000 for 12 factories: Atelier Amelia, Button Down Factory, Create-A-Marker, Geri Gerard Atelier, Hertling, New York Embroidery Studio, Not Just Lace, Park Avenue Trimming, Rainbow Leather, SN Productions, Tailored Industry, and Timberlake Studios. The FMI Grant Fund, which has invested \$3.5 million since the program's inception, invests in equipment and software, workforce development, infrastructure upgrades and capital improvements and relocation costs.

### THE SUPPLY CHAIN COLLECTIVE

CFDA developed and launched the Supply Chain Collective in December to allow designers to gain knowledge and business connections with leading fashion supply chain companies. The inaugural partners include: ApparelMagic, Arch & Hook, Bergen Logistics, KEDIC Fashion Workshop, Nest, SwatchOn, Talon International, Inc. and TIPA.

### DHL LOGISTICS IN FASHION AWARD

Accessory brand Cesta Collective, by Courtney Fasciano and Erin Ryder, was named the 2019 DHL Logistics in Fashion Award winner in November. The award helps support the business grow to new heights in the global marketplace through special discounts for DHL Express international shipping services, dedicated DHL consultation support on global shipping, and PR and social media opportunities with DHL.

### THE AAFA AMERICAN IMAGE AWARDS

The American Apparel & Footwear Association (AAFA) honored seven leaders, influencers, and innovators of the fashion industry at the American Image Awards in April, with the CFDA Foundation as the beneficiary of the gala for the third consecutive year. Host Brooke Shields presented honors to Eileen Fisher (Designer of the Year), Ruthie Davis x Disney (Collaboration of the Year), American Eagle (Retailer of the Year), Birkenstock (Company of the Year), WWD (Media Brand of the Year) and Isaac E. Ash of United Legwear & Apparel Co. (Person of the Year).



**The CFDA Foundation is a separate not-for-profit organization created to raise funds for charity and industry activities.**

Through the Foundation, the CFDA is committed to philanthropy and fundraising through programs including Fashion Targets Breast Cancer, HIV/AIDS causes and the Initiative for Health, Safety, and Diversity. Read more [here](#).

**LOVE BALL III**

The CFDA and Susanne Bartsch partnered to bring back the iconic HIV/AIDS benefit Love Ball to Gotham Hall during World Pride NYC.

Billy Porter served as the ball's Master of Ceremonies, and official judges included Amanda Lepore, André Leon Talley, Aquaria, Char Defrancesco, Christian Siriano, Dita Von Teese, Indya Moore, Jack Mizrahi, Janet Mock, Kevin Aviance, Marc Jacobs, Mary J. Blige, Miss Lawrence, Nicky Hilton-Rothschild, Patrick Starr, Teyana Taylor, The Blonds, and Zaldy. The evening was made possible by the generous support of M·A·C Cosmetics, Lyft, and SKYY® Vodka.

The CFDA made a \$500,000 donation to eight New York-based LGBTQ+ community organizations: Ali Forney Center, Anti-Violence Project, Audre Lorde Project, Brooklyn Community Pride Center, Callen-Lorde Community Health Center, Gay Men's Health Crisis (GMHC), Hetrick-Martin Institute, and the HEAT Program at SUNY.

The CFDA thanks the Legendary Houses of Balenciaga, Ebony, LaBeija, Mizrahi, Mugler, and Xtravaganza for their participation. Other collaborators included the late Grandfather Hector Xtravaganza, Kevin Aviance, BFA, Dapper Dan, Geoffrey Beene Foundation, IMG Models, Jack Pierson, Jordan Roth, KAWS, Kenny Scharf, Lucy Dodd, Michael Kors, Playboy, PVH Corp., Raul de Nieves, The Phluid Project, Simon Doonan, Tony Oursler, and Vogue Magazine.



**Creating a diverse ecosystem of talents, experiences, and cultural backgrounds is at the core of everything the CFDA does. Allowing that diversity to thrive requires inclusive practices. In 2019, the CFDA's Social Impact work sharpened its focus on diversity and inclusion.**

The year began with the release of the [Insider, Outsider](#) briefing on the state of diversity and inclusion in fashion in partnership with PVH Corp. and with the support of consultancy firm The Dagoba Group. The briefing explored biases and pitfalls in organizational leadership, uncovering unconscious bias in the workplace, and understanding insider-outsider dynamics. The briefing served as a blueprint for furthering CFDA and PVH Corp.'s joint D+I work.

For the second year in a row, the CFDA collaborated with Google's Product Inclusion team to host the Black Fashion Founders Forum, in honor of Black History Month at Google's New York City headquarters. The gathering provided thought-leadership with a panel discussion led by Google's Head of Product Inclusion, Annie Jean-Baptiste, a Google Product Inclusion pop-up, and networking session for creatives, fashion professionals, and tech leaders.

The CFDA, under the guidance and leadership of industry trailblazer Bethann Hardison, also hosted several designer business workshops at the CFDA headquarters for emerging designers and entrepreneurs of color. With the support of co-advisors Wanda Colon, Stephanie Horton, Lisa Metcalfe, Tracy Reese, and Patrick Robinson, the workshops provided a dynamic space for learning, mentorship, and storytelling. The workshops are planned to continue through 2020.

## PARTNERSHIPS

**The Strategic Partnerships Group 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.**

### Accenture

The CFDA and Accenture created Project Amplify: a Digital Consumer Playbook to help designers achieve business objectives by amplifying their digital marketing strategy.

### Adrian Cheng

Adrian Cheng, the Hong Kong-based CEO of New World Development and founder of K11 Group, is the first CFDA global ambassador with the mandate to help American designers expand their international businesses. Cheng's Ambassadorial role included:

- The CFDA Design Scholar K11 Innovation Award for student designers under the existing CFDA Design Scholar Program. In 2020, the CFDA will award two \$25,000 scholarships to exemplary undergraduate and graduate talent within fashion design-based technology and innovation.
- Additional award funds towards CFDA's Elaine Gold Launch Pad program. Hoffman Wu of K11 led a dedicated workshop to Elaine Gold Launch Pad finalists around retail and brand management.

### American Airlines

### BFA

### Bosideng

### 50 Bowery

### Cartoon Network

### CBIZ

### Courvoisier

### Ecco Domani

### Fitbit

Aiming to support emerging fashion designers who blend fashion with innovation, Fitbit collaborated with Kim Shui, on an original collection of braided suede accessory bands for the Fitbit Versa™ smartwatch family that debuted in her NYFW runway show.

### Fred Segal

### Forum

Forum, a new fashion retail concept from b8ta, provided CFDA members with new and innovative retail opportunities in Los Angeles in a curated, rotating retail space spotlighting American creativity. Nicholas K kicked off the CFDA x Forum residency. Pamela Love, Krewe, Billy Reid, Timo Weiland, Trina Turk, Mr. Turk, are among the designers set for a residency in 2020.

### Klarna

Klarna and CFDA partnered to help support designers grow their businesses. This included hosting the Americans in Paris showroom, which brought the 10 CFDA/Vogue Fashion Fund finalists to Paris during Paris Fashion Week to meet with and showcase their collections to buyers and press. Klarna also hosted a series of networking events in



Left: Americans in Paris; Clockwise from top left: Fitbit; Reebok at NYFW: Men's; a Prabal Gurung-designed Perrier-Jouët flute; Adrian Cheng.

New York, providing designers with valuable resources to help build their E-Commerce strategy.

### New York Times

### Perrier-Jouët

The CFDA and Perrier-Jouët partnered on a unique design for Perrier-Jouët's classic champagne flute. The Prabal Gurung-designed flutes debuted at the CFDA Awards, and were used at CFDA events throughout the year, including Americans in Paris, and the CFDA/Vogue Fashion Fund gala dinner. Perrier-Jouët also made a contribution to Gurung's Shikshya Foundation Nepal.

### Proximo

### Reebok

Reebok was the official underwriter of NYFW: Men's in February and supported select emerging menswear designers with in-kind shoe sponsorships for their shows. The designers included Wan Hung,

NIHL, KEENKEE, featuring Reebok Corn + Cotton, Classic, Aztrek, and Daytona DMX styles on the runway. Designers were invited to tour Reebok headquarters, where they visited the Reebok Archives, Innovation Lab, and met with key members of the Reebok team.

### SHOWFIELDS

### Suntchi

Suntchi's continued support to CFDA programs has provided opportunities for student, emerging, and established designers. Suntchi has committed to three years of scholarship support. Together, the CFDA and Suntchi have co-created the CFDA Design Scholar Suntchi Image-Maker Award, a new special \$25,000 scholarship award celebrating talent within image-making and curation.

### The Standard

### WWD



## FINANCIAL OVERVIEW 2019

As of December 31, 2019 the Council of Fashion Designers of America and the CFDA Foundation ended in sum with total net assets of \$35M up from \$33.9 million at year-end 2018. While fiscal year 2019 revenue and expenses both decreased over \$1M from the previous year, investment gains were up significantly by \$3.5M. Further the percentage of revenue spent on programs remain above our organizational target of 90%.

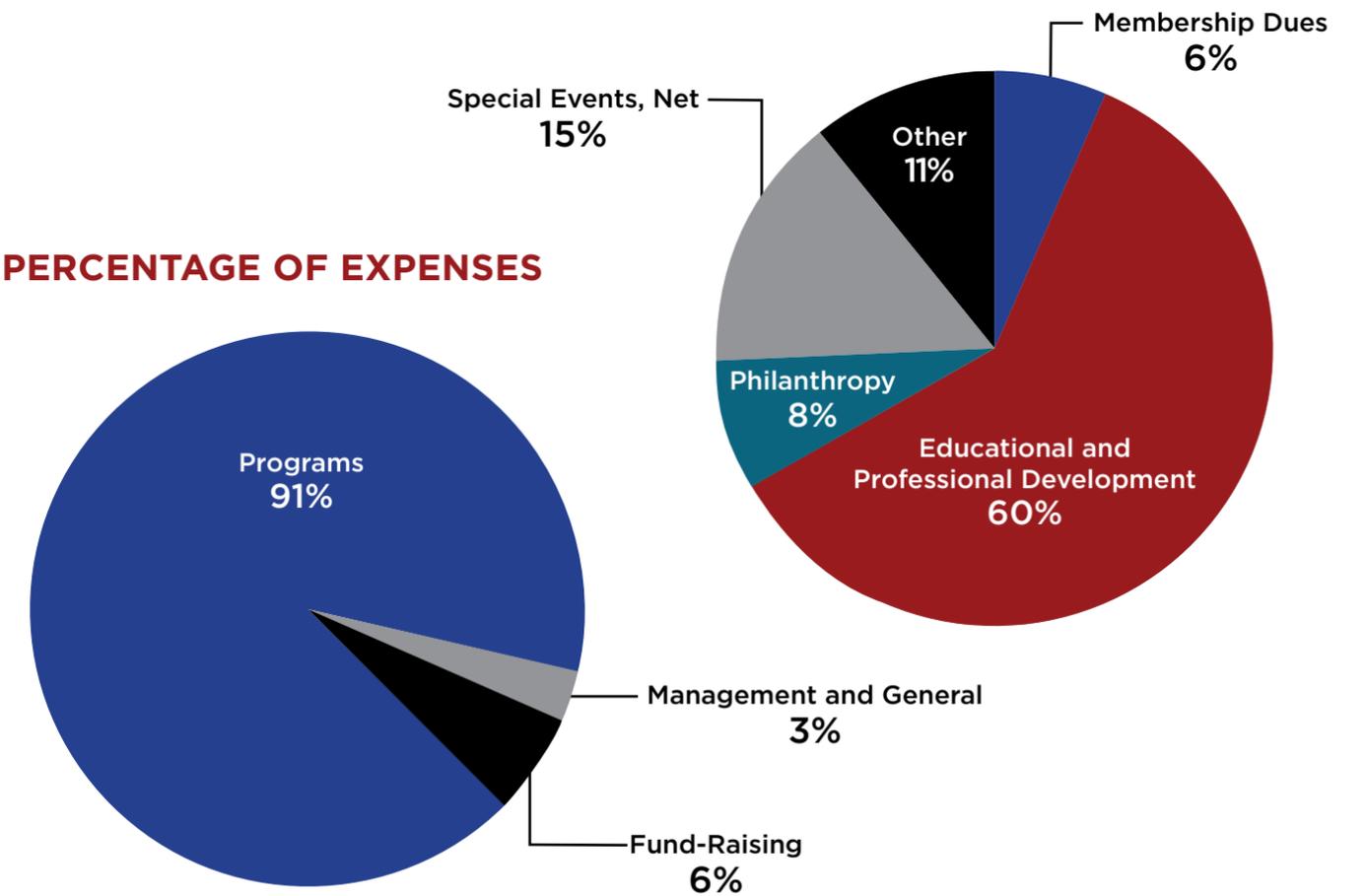
REVENUE	2019	2018
Membership Dues	\$662,233.00	\$761,650.00
Educational & Professional Development	\$6,314,777.00	\$5,968,795.00
Philanthropy	\$784,171.00	\$2,417,805.00
Special Events, net	\$1,565,497.00	\$1,037,111.00
Other	\$1,141,331.00	\$1,476,582.00
	<b>\$10,468,009.00</b>	<b>\$11,661,943.00</b>

EXPENSES (including depreciation)	2019	2018
Programs	\$11,721,675.00	\$13,303,660.00
Management & General	\$373,657.00	\$283,764.00
Fundraising (including Special Events)	\$752,473.00	\$403,734.00
	<b>\$12,847,805.00</b>	<b>\$13,991,158.00</b>

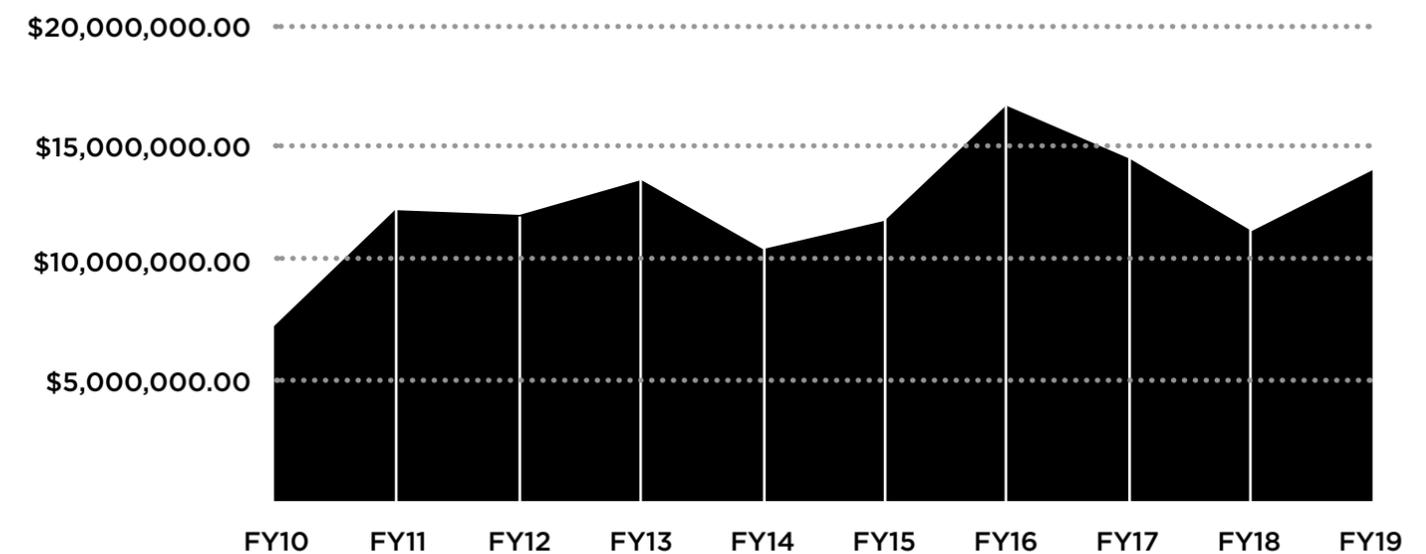
STATEMENT OF ACTIVITIES	2019	2018
Revenue	\$10,468,009.00	\$11,661,943.00
Expenses	\$12,847,805.00	\$13,991,158.00
Excess (deficit) of operating revenue and support over operating expenses	(\$2,379,796.00)	(\$2,329,215.00)
Investment return, net	\$3,502,677.00	(\$501,657.00)
Change in Net Assets	\$1,122,881.00	(\$2,830,872.00)
Net Assets, Beginning of Year	\$33,876,885.00	\$36,707,757.00
Net Assets, End of Year	<b>\$34,999,766.00</b>	<b>\$33,876,885.00</b>

## PERCENTAGE OF REVENUE

### PERCENTAGE OF EXPENSES



## FY10-FY19 TOTAL REVENUE & GAINS



C.F.D.A

Council of Fashion Designers of America

**ANNUAL REPORT 2019**

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