

Council of Fashion Designers of America Annual Report 2014

The Mission of the Council of Fashion Designers of America is to strengthen the influence and success of American fashion designers in the global economy

The Council of Fashion Designers of America, Inc., is a not-for-profit trade association whose membership consists of more than 470 of America's foremost womenswear, menswear, jewelry, and accessories designers. The CFDA Foundation Inc., is a separate not-for-profit organization, which was created to raise funds for charity and industry activities.



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

Nine years ago, we started our journey to lead the CFDA. Now, it is with great pride that we look at what it has become: the platform for American fashion. It is an amazing platform for an industry of creativity and commerce—an industry that brings jobs and great pride to our country. This report serves as a tangible summary of the CFDA's diverse work and successes over just the past year.

Our Annual Report includes the CFDA's biggest news of 2014: taking over the Fashion Calendar. We are honored to continue what Ruth Finley started 65 years ago—the premier scheduling tool for designers, press, retailers, public-relations/event-planning firms, and anyone else connected to the industry.

The CFDA Fashion Calendar evolved digitally with online updates and organizational features.

Other highlights include the Fashion Manufacturing Initiative, which, in its second year, continued to preserve the integrity of the Garment District by distributing grants to factories and improving factory conditions. The Strategic Partnerships Group collaborated with businesses, including Amazon, American Express, eBay, Intel, and P&G, to provide key resources and benefits for the CFDA Membership.

The CFDA also continued to cultivate American design talent by providing scholarships to university students and by making CFDA+ a global initiative to link even more graduates to fashion jobs. The CFDA's {FASHION INCUBATOR} program grew and nurtured ten selected brands with offices in the Garment District. With the CFDA/*Vogue* Fashion Fund in its eleventh year, the CFDA remained committed to fostering the next wave of American design talent. This year, Paul Andrew became the first footwear designer to take home the top prize. Creating further engagement, the public had the chance to watch the process unfold on the Ovation television show *The Fashion Fund*.

This was also a milestone year for the CFDA's philanthropies. We raised funds for disaster relief through our partnership with MyHabit, which featured merchandise from 50 CFDA designers. The CFDA also celebrated the twentieth anniversary of Fashion Targets Breast Cancer with Maria Sharapova serving as the face of our campaign and partners like Nine West supporting the cause. With the funds raised, the CFDA will now have the opportunity to allocate more grants to those in need.

There is so much more to share, so please take time to read through the entire report.

As we look ahead, together we pledge to keep working on behalf of fashion. There is truly no organization like the CFDA, and with every decision we make, we will always be sure to fulfill our mission statement of promoting American fashion within the global economy.

Love,
Diane and Steven

Membership

The Newly Inducted 2014 Members
Membership Opportunities/In Memoriam/Current Roster

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



The Newly Inducted 2014 Members Are...

FRONT ROW:
CLARE VIVIER, STEVEN KOLB, STAN HERMAN,
JUSSARA LEE, EVA ZUCKERMAN, DIANE VON
FURSTENBERG, KENNETH COLE, PAIGE NOVICK,
ARIELLE SHAPIRO, LIVA KEBEDE, LINDA BALTI,
KRISTY CAYLOR, AND WHITNEY POZGAY
BACK ROW:
SHEA PARTON, CYNTHIA SAKAI, VIRGINIE
PROMEYRAT, ULLA JOHNSON, VERONICA MIELE
BEARD, VERONICA SWANSON BEARD,
RUTHIE DAVIS, SHARON KHAZZAM, ERNEST
SABINE, CARLOS CAMPOS, TIM COPPENS,
JOHNNY TALBOT, AND RAAN PARTON

Membership

The New Members

LINDA BALTI AMOUR VERT

Linda Balti, founder and creative director of the eco-fashion brand Amour Vert, assumed her role in the fashion industry armed with an unconventional background and a passion for environmental consciousness. In 2009, after reading that the apparel industry was the second most polluting one after oil production, she joined forces with her husband, Christoph Frehsee, to create the brand. Using the highest-quality organic and sustainable fabrics and low-impact dyes, Balti has practices that continue to employ a zero-waste philosophy. She produces each collection in California, where she and the company are based.



WHITNEY POZGAY,
CLARE VIVIER,
ARIELLE SHAPIRO,
AND BEN BURKMAN

RAAN & SHEA PARTON APOLIS

In 2004, the brothers Raan and Shea Parton took their passion for design and textiles and combined it with their love for the developing world and launched their menswear apparel brand Apolis, which means “global citizen.” The company involves both the international design of garments, as well as the production of original content on inspiring individuals. The Partons’ travels have given them insight into diverse cultures and manufacturing techniques that have inspired their design sensibility. Whether they are preparing for their next collection or buying raw organic cotton from farmers in Uganda to be spun into yarn, the brothers are passionate about what they do and are excited to see how the textile and fashion industries can evolve and empower traditional standards for purchasing.

ARIELLE SHAPIRO ARI DEIN

Founded in 2009 by the fine-lingerie designer Arielle Shapiro, Ari Dein has quickly developed a reputation for locally produced luxury goods in Manhattan and beyond. Shapiro’s collection speaks to a time when custom lingerie was made to order and produced with great care. In 2012, Ari Dein was selected to participate in the CFDA’s prestigious {FASHION INCUBATOR} program. In 2013, Shapiro was tapped by Carolina Herrera to collaborate on the company’s first-ever sleepwear capsule collection, Ari Dein for Carolina Herrera.

ASHLEY PITTMAN ASHLEY PITTMAN

The inspiration behind Ashley Pittman’s eponymous brand began in Africa in 2006, when she served as a volunteer for the Clinton Foundation’s Clinton Health Access Initiative in Rwanda. Her jewelry features natural horn carved by a women’s cooperative; fair-trade semiprecious gemstones; and the use of bronze and other materials indigenous to East Africa. In addition to providing stability to the individuals behind every piece of jewelry, Pittman donates 10 percent of all profits to help fund a rural health center and primary school in an area of Kenya hit hard by prolonged drought.

BEN AND DOUG BURKMAN BURKMAN BROS

Since the launch of their self-titled label in the spring of 2009, Ben and Doug Burkman have taken a refreshingly honest “If I wouldn’t wear it, I wouldn’t make it” approach to their design process. They draw inspiration from their far-flung travels and perhaps the odd muse they might meet along the way, and their Burkman Bros classic menswear pieces keep stylistic flourishes accessible. Each season takes fresh influence from somewhere or something else, while the brothers’ skilled restraint keeps the overall tone cool and considered. Fusing a casual American sensibility with a well-traveled point of view, the collection deftly updates classic menswear essentials to emphasize comfort and ease.

CARLOS CAMPOS CARLOS CAMPOS

Born in Honduras, Carlos Campos grew up in a design household and was inspired by his father, a master tailor. After studying fashion design at the Fashion Institute of Technology, Campos embarked on a successful career as a design consultant for many brands, including Zara and PVH. In 2007, he launched his namesake brand,

Carlos Campos NYC. The brand’s modern take on classic American style with a Latin twist immediately earned him respect and accolades. In 2011, Campos was selected as a finalist for the CFDA/Vogue Fashion Fund.

CLARE VIVIER CLARE V.

While working for a French television channel and traveling, Clare Vivier noticed a lack of functional yet fashionable laptop cases. She decided to make her own, which she quickly parlayed into the creation of her own namesake handbag label. Vivier’s designs marry classic French glamour with minimalist L.A. cool in a line of handbags and clutches that are at once utilitarian and stylish. With a nod to socially conscious construction, each bag proudly bears the motto LOCALLY MADE. From conception to realization, her line has been produced exclusively in Los Angeles since 2008.

DANIELLE SHERMAN EDUN

Danielle Sherman founded The Row with Mary-Kate and Ashley Olsen, and was the design director of T by Alexander Wang. In April 2013, she was named creative director of Edun, the global fashion brand that was founded in 2005 by Ali Hewson and her husband, Bono, to promote trade in Africa by sourcing production throughout the continent. Sherman’s first collection debuted during New York Fashion Week in September 2013. It includes a range of ready-to-wear, handbags, and jewelry.

ERNEST SABINE ERNEST ALEXANDER

Founded in 2009, Ernest Alexander is a New York City–based menswear brand. In 2013, the designer and founder Ernest Sabine was named one of GQ magazine’s Best New Menswear Designers in America. The label is a complete lifestyle brand that includes clothing, shirting, denim, and tailored suiting. Sabine likes to think of the style as “new American luxury,” blending dapper fabrics with a modern sensibility. As part of this tradition, 100 percent of the line is manufactured in the USA. He holds a B.A. in art history from Columbia University and an M.B.A. from Columbia Business School.

EVA ZUCKERMAN EVA FEHREN

The Eva Fehren fine-jewelry collection was founded by the New York designer and artist Eva Zuckerman and her business partner and longtime friend, Ann Gorga. Formally trained in fine

art at the Cooper Union, Zuckerman draws inspiration from the industrial, architectural, and geometric elements of the urban landscape. She explores these contrasting elements in her collection—pairing structured, strong shapes with dynamic, organic elements, including multidimensional stones and inverted diamonds. Made of precious metals like 18K gold paired with unusual materials, each piece of Eva Fehren jewelry is hand-crafted in New York City.

JONATHAN SIMKHAİ JONATHAN SIMKHAİ

Jonathan Simkhai launched his namesake collection in 2010, presenting his take on sophisticated dressing for the modern, cosmopolitan woman. His collection indulges in ambiguity, blurring the gender lines within fashion and sexuality. Charged by menswear and drawing inspiration from beautiful fabrics like cashmere, wool, cotton, and silk, Simkhai brings forth classic codes translated into sexy and feminine silhouettes. The designer recently participated in the CFDA {FASHION INCUBATOR} program and was one of the 2014–2015 nominees for the International Woolmark Prize.

JUSSARA LEE JUSSARA LEE

A native Brazilian of Korean heritage, Jussara Lee moved to New York City to study fashion design. In 1991, Lee launched her eponymous label and was quickly embraced by prominent retailers, such as Barneys New York and Bergdorf Goodman, followed by international distribution in Japan’s Isetan and Hong Kong’s Joyce. Employing her trademark simplicity and understated elegance, she creates with a purity of thought and design, producing timeless pieces.

BARBARA McREYNOLDS & GAI GHERARDI L.A. EYEWORKS

After working for many years as licensed opticians in a variety of optometric and optical retail environments in Southern California, Barbara McReynolds and Gai Gherardi decided to launch a label of their own and founded L.A. Eyeworks in 1979. Their concept, presenting modern eyewear in a gallery setting, was a reaction against conventional optical-retail merchandising, as well as their dissatisfaction with the prevailing trends in eyewear and its limiting gender restraints. Proposing eyewear as a contemporary fashion accessory, the business partners initiated a new, design-oriented optical market.

LIYA KEBEDE LEMLEM

Founded in 2007 by the supermodel, actress, and maternal-health advocate Liya Kebede, Lemlem is fresh, chic, and modern with a spirit that is undeniably African. The line is available at select retailers worldwide and has expanded to include a home collection. Lemlem, meaning “to bloom” or “to flourish” in Amharic, is handmade in Ethiopia from natural cotton and is rooted in tradition, but is woven with a modern touch. Although it recently expanded beyond the handwoven category, the brand continues to maintain its full production in Africa.

KRISTY CAYLOR MAIYET

In 2010, Kristy Caylor cofounded Maiyet, a pioneering luxury brand that incorporates artisanal skills from unexpected places across the world. Reviving ancient techniques and showcasing the raw talent of top emerging artisan communities, Maiyet aims to promote sustainable employment in places that need it most. Caylor began her fashion career working at Gap, Inc., and has consulted for global brands including Stronghold Denim, All Saints, Band of Outsiders, and Mercado Global, a fair-trade company based in Guatemala. She holds an M.B.A. in entrepreneurship and finance from the University of Southern California and attended Otis College of Arts and Design’s Fashion Design program.

MARC ALARY MARC ALARY

Marc Alary is a French-born, New York City–based jewelry designer. In 2003, he moved to New York, where he started to work on designing prints, graphics, and T-shirts for DKNY and Louis Vuitton. After two years, Alary began to work for Marc Jacobs. He launched his first fine-jewelry line in November 2009. Alary’s work has been recognized by the CFDA/Vogue Fashion Fund, which awarded him with one of the runner-up spots in 2013. His collection of animal jewelry in gold and precious stones, titled Menagerie, draws its inspiration from Alary’s childhood, when an array of antiques and trinkets were sources of endless fascination and remain vividly alive in his memories.

PAIGE NOVICK PAIGE NOVICK

Paige Novick officially launched her costume-jewelry company in 2008. Encouraged by key retailers and tastemakers, Novick decided to take the leap into fine jewelry in 2012 with a capsule collection for Louis Boston. She broadened the collection, now called

Phyne by Paige Novick, and it was picked up quickly by Fivestory and Saks Fifth Avenue. Her collections boast simple elegance, striking the perfect balance between seriousness and whimsy, of-the-moment relevance and timeless design.

RUTHIE DAVIS RUTHIE DAVIS

Ruthie Davis honed her design skills at Ugg Australia and Tommy Hilfiger before launching her own label, Ruthie Davis, in 2006. Designed in New York and handmade in Italy, Ruthie Davis is renowned for its architectural shapes, luxurious mix of materials, uncompromising quality, and vivid color palette offering a unique fusion of power and sensuality.



FRANCISCO COSTA, ASHLEY OLSEN,
AND DIANE VON FURSTENBERG

VIRGINIE PROMEYRAT HOUSE OF LAFAYETTE

Virginie Promeyrat began her career at Chanel. Combining her passion for hats with her vision of passion, she now brings her own unique style and whimsical sensibility to the world of millinery. House of Lafayette began in a hidden New York atelier below Selima Salaun’s Bond Street boutique, where each hat is hand-blocked and hand-sewn. The pieces range from everyday classics to over-the-top artistic creations, where uptown meets downtown.

SHARON KHAZZAM SHARON KHAZZAM

Shortly after graduation, Sharon Khazzam was hired by Asprey in New York for the position of in-house jewelry designer. In 1993, Khazzam ventured out on her own, debuting her Stitch collection at Asprey. By 2001, Khazzam was ready to launch her own label, which debuted at Barneys New York.

Membership

The New Members

Handcrafted in New York, every jewel in the Khazzam collection is unique to each client. In 2012, Khazzam embarked on a new relationship with Isetan in Japan, designing one-of-a-kind pieces specifically for the store's clientele. In 2013, she began a new partnership with Stanley Korshak in Dallas, presenting her collection to its customers.

JOHNNY TALBOT TALBOT RUNHOF

Johnny Talbot cofounded the label Talbot Runhof with Adrian Runhof. Born and raised in Nashville, Talbot made a name for himself early on with glamorous cocktail and evening dresses, and over the last few seasons has applied this vision to expand into sportswear—focusing on day dresses, suits, pantsuits, and coats. The brand has also introduced shoes and bags, manufactured in Italy, which help to complete the Talbot Runhof look from morning to evening, head to toe. All dresses are handmade exclusively in Germany in the designer's own workshop.

TIM COPPENS TIM COPPENS

Tim Coppens was founded in New York City in 2011. Coppens worked with various luxury and sports-performance brands before founding his own. His collections are defined as athletic luxury portrayed with simple elegance and sophistication. Craftsmanship is blended with innovation. Since his first season, the label has received strong

support and praise from both retailers and the press. In 2012, he received the Ecco Domani Award for Best New Menswear Designer. The following year he was named the Fashion Group International Rising Star of the Year. Most recently, Coppens was a 2013 finalist for the CFDA/Vogue Fashion Fund Award; a finalist for the LVMH Prize; and the winner of the 2014 CFDA Swarovski Award for Menswear.

ULLA JOHNSON ULLA JOHNSON

Ulla Johnson immediately caught the attention of the press after launching her namesake label in 2000. She has never wavered in her steadfast attention to the details of construction that have become her hallmark, basing each of her collections on a foundation of natural fibers, beautiful finishing, and ease of fit and form. The Ulla Johnson label has become synonymous with custom prints, intricate embroideries, and fine tailoring. With the introduction of a shoe collection in fall 2013, the line now encompasses a full range of products that are sourced and manufactured around the world, with an emphasis on artisanal and handcrafted processes.

VERONICA MIELE BEARD & VERONICA SWANSON BEARD VERONICA BEARD

Sisters-in-law Veronica Miele Beard and Veronica Swanson Beard launched Veronica Beard in the fall of 2010. Endlessly brainstorming about voids in the market, the Veronicas kept coming

back to the concept of the Uniform, and the quest to revive simplicity in dress. Their iconic jacket with interchangeable dickeys helped catapult the brand into a full, ready-to-wear American sportswear label in which each piece is a vital cornerstone of a woman's wardrobe. Veronica Beard was a 2013 CFDA/Vogue Fashion Fund finalist.

CYNTHIA SAKAI VITA FEDE

The Vita Fede designer Cynthia Sakai is the creative force behind the brand, which "was born in Los Angeles, is made in Italy, and is inspired by the world." Drawing from Asian, American, and European influences, Sakai creates luxury pieces with a modern, feminine point of view. All Vita Fede jewelry is crafted with profound attention to detail, using materials such as brass, sterling silver, 24K gold, natural stones, and Swarovski crystals.

WHITNEY POZGAY WHIT

Whitney Pozgay, alongside her husband and creative partner Parker Argote, launched her line, Whit, in fall 2010. Joining her love of classic silhouettes to an irreverent, downtown sensibility, Pozgay designs clean shapes that are energized by playful details, giving her label an aesthetic that is at once strong, feminine, and modern. In 2012, Whit was selected to participate in the CFDA's {FASHION INCUBATOR} program, and was a 2014–2015 nominee for the International Woolmark Prize.

Members Showcase Collections at the CFDA Offices

Over the course of 2014, several out-of-town CFDA Members used the CFDA office to show their collections to buyers, editors, and retailers. **Raan** and **Shea Parton** of Apolis, **Linda Balti** of Amour Vert, and **Fiona Kotur Marin** of Kotur were among the CFDA designers who took advantage of this Member benefit.

> To showcase your collections at the CFDA's offices, please contact Erin Kent at E.Kent@cfda.com for more information.

CFDA Conversations

Throughout 2014, the CFDA continued its mission of providing ongoing programming for Members with relevant, practical information that they can use to operate their businesses more effectively, while also helping them to gain valuable insights and develop strategy for growth. Under the newly branded CFDA Conversations, we continued to invite the Membership to our offices for a series of workshops led by industry experts in different fields.

10.24
RACHEL JOHNSON AND MICHAEL BASTIAN LED A SEMINAR ON THE REQUIREMENTS AND TOOLS NEEDED TO SUCCESSFULLY OPERATE AND SCALE A FASHION COMPANY.

11.18
BRAND ASSEMBLY LED A SEMINAR ON THE REQUIREMENTS AND TOOLS NEEDED TO SUCCESSFULLY OPERATE AND SCALE A FASHION COMPANY.

12.10
SPRING LED A PANEL ON THE TOPIC "CONTENT TO COMMERCE," MODERATED BY NOAH ROBISCHON, THE EXECUTIVE EDITOR OF FAST COMPANY.

> If you are a CFDA Member and have an idea for a CFDA Conversation, please reach out to the Strategic Partnerships Group at marketing@cfda.com.

Membership

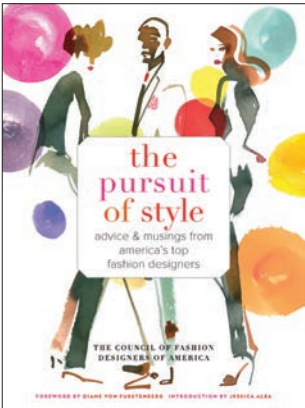
Membership Opportunities



New Members Party Hosted by Kenneth Cole

10.7 The newly inducted Members gathered at the home of **Kenneth Cole** for the CFDA's annual New Members Party. The designers had the chance to meet one another before a lively toast by President **Diane von Furstenberg** and memorable remarks from host **Kenneth Cole**. The special night served as a warm welcome to the CFDA, and included a surprise musical performance by John Forte, Ben Taylor, and Sophie Hiller.

The Pursuit of Style



4.15 The CFDA and its Members gathered at the SoHo Grand Hotel in downtown New York to celebrate the CFDA's ninth book, *The Pursuit of Style*. The volume is illustrated by the estimable Bil Donovan, and has a foreword written by the actress and fashion enthusiast Jessica Alba, as well as an introduction by **Diane von Furstenberg** and Steven Kolb. The coffee-table book is filled with inspirational quotes from the CFDA's eclectic and unique roster of designers, on topics ranging from career advice, love, and personal style to insightful maxims regarding life, travel, and more. The fete was hosted by contributing CFDA Members **Lisa Salzer**, **Rebecca Taylor**, and **Robert Geller**. You can purchase the book at your local bookstore or at any online bookseller.

Biannual Membership Meetings



ITALO ZUCCHELLI OF CALVIN KLEIN COLLECTION



GEORGINA CHAPMAN OF MARCHESA

4.30 + 10.7 Members convened at the CFDA headquarters, at 65 Bleecker Street in New York City, in April and November for the CFDA's biannual Membership Meetings. During the April meeting, six new staff Members were introduced, and a demonstration was provided of the recently launched CFDA NYFWLIST. During the October meeting, the CFDA Membership elected two new additions to its Board: **Georgina Chapman** and **Italo Zucchelli**, who were both nominated and ratified by the current CFDA board members. Chapman and Zucchelli will replace emeritus board Members **Narciso Rodriguez**, **Selima Salaun**, and **David Yurman**—bringing the total board membership to 25. The twice-a-year Membership Meetings are an opportunity for the CFDA to share plans for upcoming initiatives and objectives for the organization, as well as a time for Members to interact and socialize with one another.

Membership In Memoriam



SANTA BARBARA MAGAZINE

Luis Estévez

The CFDA remembers one of our founding Members, Luis Estévez, who passed away in late November. Estévez was best known for his glamorous looks for top California clients. He cited his wife as a major inspiration for many of his renowned designs, which were worn by Grace Kelly, Nancy Reagan, and Betty Ford. Beginning his career at the age of 25, the Cuban-born Estévez gained critical acclaim and founded a highly profitable namesake company within his first year of business. The expanded collections, including daywear, were born in 1974 under the company Luis Estévez International, which he designed for until his retirement in 1997. His elegant designs and extravagant presentations became his signature style, and still inspire designers today.



Oscar de la Renta

This year, we were saddened by the passing of one of the world’s most beloved designers, Oscar de la Renta, who was a great champion of American fashion and a loyal friend to the CFDA. Having served twice as the organization’s President—first from 1973 to 1976 and later from 1987 to 1989—he strongly believed in both the creative and business talents of American designers. Today, the mission of the CFDA, “is to strengthen the influence and success of American fashion designers in the global economy,” and de la Renta was a true proponent of that goal. Oscar de la Renta was the recipient of four CFDA Fashion Awards, including Womenswear Designer of the Year in 2000 and 2007, a Lifetime Achievement Award in 1989, and the Founders Award, presented to him at the 2013 Awards by former First Lady Hillary Clinton. During his tenure, he remained an active member of the CFDA Board of Directors, and hosted the CFDA’s Members for private tours of exhibitions at the Queen Sofia Spanish Institute in New York. He was also very supportive of the CFDA Foundation’s charitable work.



L’Wren Scott

In March, CFDA Member L’Wren Scott passed away at the age of 49. For Scott, who was born in Utah, her love of clothes began at the sewing machine. As a tall teenager, she took her first steps in image-making by creating her own clothes. Taking off to Paris as a model for Chanel and Thierry Mugler, she eventually found herself far more absorbed by the skills and artistry of dress-making than walking the runway or having her photo taken. She returned to the U.S. and was a much-sought-after stylist, creative director for fashion advertising campaigns, and costume designer for film. Through all of these endeavors, she quietly flexed her creativity in other directions. Her affinity for picking the perfect jewel for the right dress led to a desire to start designing them. She became a Member of the CFDA in 2010.

Membership Current Roster

476 Members as of 12/31/14

Amsale Aberra	Salvatore Cesarani	Dana Foley	Fiona Kotur Marin	Carlos Miele	Whitney Pozgay	Kate Spade	BOARD OF DIRECTORS
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Bradley Bayou	Emily Current	Tommy Hilfiger	Jenna Lyons	Michelle Ochs	Angel Sanchez	Angel Sanchez	Leigh Bantivoglio
Veronica Miele Beard	Carly Cushnie	Carole Hochman	Sarah Lytvinenko	Ashley Olsen	Behnaz Sarafpour	Behnaz Sarafpour	Kay Unger
Veronica Swanson Beard	Sandy Dalal	Mara Hoffman	Victor Lytvinenko	Mary-Kate Olsen	Janis Savitt	Arnold Scaasi	Carmen Marc Valvo
Erin Beatty	Robert Danes	Swaim Hutson	Bob Mackie	Sigrid Olsen	Luca Orlandi	Jordan Schlanger	Nicholas Varney
Susan Beischel	Mark Davis	Sang A Im-Propp	Jeff Mahshie	Luca Orlandi	Maxwell Osborne	John Varvatos	Cynthia Vincent
Stacey Bendet	Ruthie Davis	Alejandro Ingelmo	Catherine Malandrino	Max Osterweis	Max Osterweis	Lorraine Schwartz	Kenneth Cole
Richard Bengtsson	Donald Deal	Marc Jacobs	Colette Malouf	Ariel Ovadia	Ariel Ovadia	Ronaldus Shamask	Francisco Costa
Magda Berliner	Louis Dell'Olio	Henry Jacobson	Isaac Manevitz	Shimon Ovadia	Rick Owens	Clare Vivier	Louis Dell'Olio
Coomi Bhasin	Pamela Dennis	Eric Javits, Jr.	Melissa Joy Manning	Maxwell Osborne	Thakoon Panichgul	George Sharp	Marc Ecko
Alexandre Birman	Lyn Devon	Lisa Jenks	Robert Marc	Max Osterweis	Monica Paolini	Danielle Sherman	Carlos Falchi
Alexis Bittar	Kathryn Dianos	Betsey Johnson	Mary Jane Marcasiano	Ariel Ovadia	Gregory Parkinson	Marcia Sherrill	Carolina Herrera
Kenneth Bonavitacola	Rachel Dooley	Ulla Johnson	Lana Marks	Shimon Ovadia	Raan Parton	Sam Shipley	Alexander Julian
Sully Bonnelly	Keanan Duffy	Alexander Julian	Paul Marlow	Rick Owens	Shea Parton	Kari Sigerson	Donna Karan
Eddie Borgo	Randolph Duke	Gemma Kahng	Deborah Marquit	Thakoon Panichgul	Marcia Patmos	Daniel Silberman	Kasper
Monica Botkier	Stephen Dweck	Norma Kamali	Jana Matheson	Maxwell Osborne	John Patrick	Daniel Silver	Calvin Klein
Marc Bouwer	Marc Ecko	Donna Karan	Lisa Mayock	Max Osterweis	Edward Pavlick	Howard Silver	Richard Lambertson
Barry Bricken	Libby Edelman	Jen Kao	Anthony Thomas Melillo	Max Osterweis	Monique Péan	Jonathan Simkhai	Mary McFadden
Thom Browne	Sam Edelman	Ken Kaufman	Jessica McClintock	Max Osterweis	Gabriela Perezutti	Tabitha Simmons	Nicole Miller
Dana Buchman	Mark Eisen	Jenni Kayne	Mary McFadden	Max Osterweis	Patty Perreira	Michael Simon	Robert Lee Morris
Andrew Buckler	Meritt Elliott	Shaun Kearney	Kimberly McDonald	Max Osterweis	Lisa Perry	George Simononton	Mary Ann Restivo
Sophie Buhai	Lola Ehrlich	Liya Kebede	Mark McNairy	Max Osterweis	James Perse	Paul Sinclair	Patrick Robinson
Tory Burch	Patrik Ervell	Anthony Keegan	Barbara Reynolds	Max Osterweis	Christopher Peters	Christian Siriano	Narciso Rodriguez
Ben Burkman	George Esquivel	Pat Kerr	David Meister	Max Osterweis	Thuy Pham	Sofia Sizzi	Selima Salaun
Doug Burkman	Carlos Falchi	Naeem Khan	Jonathan Meizler	Max Osterweis	Robin Piccone	Pamela Skaisit-Levy	Kate Spade
Stephen Burrows	Pina Ferlisi	Sharon Khazzam	Andreas Melbostad	Max Osterweis	Maria Pinto	Michael Smaldone	Cynthia Steffe
Anthony Camargo	Luis Fernandez	Barry Kieselstein-Cord	Gilles Mendel	Max Osterweis	Ashley Pittman	Amy Smilovic	Yeohlee Teng
Carlos Campos	Erin Fetherston	Eugenia Kim	Gene Meyer	Max Osterweis	Jill Platner	Michelle Smith	Monika Tilley
Vince Camuto	Andrew Fezza	Adam Kimmel	Jennifer Meyer	Max Osterweis	Linda Platt	Danielle Snyder	Isabel Toledo
Kevin Carrigan	Cheryl Finnegan	Calvin Klein	B Michael	Max Osterweis	Tom Platt	Jodie Snyder	Patricia Underwood
Liliana Casabal	Eileen Fisher	Michael Kors		Max Osterweis	Alexandre Plokhov	Maria Snyder	John Varvatos
Edmundo Castillo	Jennifer Fisher	Monica Rich Kosann		Max Osterweis	Laura Poretzky	Mimi So	David Yurman
Kristy Caylor				Max Osterweis	Zac Posen	Peter Som	Gerard Yosca
Jean-Michel Cazabat				Max Osterweis			

Professional Development

Education/Fashion Incubator

The Council of Fashion Designers of America is devoted to supporting and nurturing new and emerging design talent. The CFDA's Educational Initiatives were established to assist aspiring fashion designers during their collegiate studies, as well as in the early stage of their careers. In addition to several scholarship competitions, which provide merit-based financial awards for tuition and educational expenses, various other initiatives have been developed to support the educational process, help ease the transition from student to professional designer, and provide resources and support to emerging designers to help them grow and sustain their businesses.



CFDA Scholarship Program

For more than 25 years, the CFDA has supported college students enrolled in fashion-design programs in New York and across the country. In 1986, an endowed scholarship was established at Parsons School of Design in memory of the CFDA Member and past president Perry Ellis. In 1996, the CFDA Scholarship Program was created to award annual merit-based grants to students enrolled in an undergraduate fashion-design program at select design schools and universities across the United States.

The Clara Hancox Scholarship Award was established in 2007 specifically to support the next generation of menswear designers. Clara Hancox reported for the *Daily News Record (DNR)* from 1944 to 1993, and was a great friend to the menswear industry. Each year, the CFDA Scholarship Committee selects one menswear-design student to receive this special recognition and accompanying cash award.

The CFDA Scholarship Program is highly competitive, and entrants represent the best from the country's top fashion-design programs. Since the inception of the program, more than \$1.2 million has been awarded.

There are three separate supplemental design competitions within the CFDA Scholarship Program that identify the most exemplary and innovative design students, each based on specific guidelines. The participating schools select their top students to submit entries for these very prestigious competitions: the CFDA/Teen Vogue Scholarship, in partnership with Target; the Geoffrey Beene Design Scholarship; and the Liz Claiborne Design Scholarship.

In 2014, a "Technical Award" was created to recognize skilled exponents of construction. The CFDA believes it is of the utmost importance that we celebrate the students with a strong technical prowess alongside those that exhibit strength in design.

- CFDA SCHOLARSHIP COMMITTEE 2014**
TESS GIBERSON
JEFF HALMOS
CHRISTOPHER KUNZ
IPPOLITA ROSTAGNO
LISA SMILOR
ARAKS YERAMYAN
GERARD YOSCA
ITALO ZUCHELLI

\$10,000 AWARD WINNERS
JON MAX GOH
PARSONS THE NEW SCHOOL FOR DESIGN
JEANINNE INTRIAGO
FASHION INSTITUTE OF TECHNOLOGY
YIJIA JIANG*
ACADEMY OF ART UNIVERSITY
*Yijia Jiang was selected to receive the Clara Hancox Scholarship Award for Menswear Design.

\$5,000 AWARD WINNERS
LEONID BATEKHIN
PARSONS THE NEW SCHOOL FOR DESIGN
ELISE DEVERY
UNIVERSITY OF CINCINNATI
MY DIHM
SAVANNAH COLLEGE OF ART & DESIGN
BOON KIT WOO
PRATT INSTITUTE

HONORABLE MENTIONS
In addition to presenting scholarship awards, the Scholarship Committee recognized and presented four students with Honorable Mention certificates.
YI DENG
DREXEL UNIVERSITY
KALEIGH MOYNIHAN
SCHOOL OF THE ART INSTITUTE OF CHICAGO
TRACI REED
FASHION INSTITUTE OF TECHNOLOGY
DOMINIC TAN
ACADEMY OF ART UNIVERSITY

➤ The CFDA Scholarship Committee reviewed a total of 58 portfolios this year. Students presented their concepts for womenswear, childrenswear, menswear, and accessories. Each applicant's collection included a minimum of ten to fifteen design looks, together with mood/inspiration boards, fabrics/trim, and flat sketches. The CFDA, with the support of its Scholarship Committee, awarded \$50,000 to be used toward the students' senior year of study.
- THE FOLLOWING SCHOOLS WERE INVITED TO PARTICIPATE IN THE CFDA SCHOLARSHIP PROGRAM IN 2014**

ACADEMY OF ART UNIVERSITY
SAN FRANCISCO, CALIFORNIA

CALIFORNIA COLLEGE OF THE ARTS
SAN FRANCISCO, CALIFORNIA

COLUMBIA COLLEGE OF CHICAGO
CHICAGO, ILLINOIS

DREXEL UNIVERSITY
PHILADELPHIA, PENNSYLVANIA

FASHION INSTITUTE OF TECHNOLOGY
NEW YORK, NEW YORK

KENT STATE UNIVERSITY
KENT, OHIO

MASSACHUSETTS COLLEGE OF ART AND DESIGN
BOSTON, MASSACHUSETTS

MIAMI INTERNATIONAL UNIVERSITY OF ART AND DESIGN
MIAMI, FLORIDA

PARSONS THE NEW SCHOOL FOR DESIGN
NEW YORK, NEW YORK

PHILADELPHIA UNIVERSITY
PHILADELPHIA, PENNSYLVANIA

PRATT INSTITUTE
NEW YORK, NEW YORK

RHODE ISLAND SCHOOL OF DESIGN
PROVIDENCE, RHODE ISLAND

SAVANNAH COLLEGE OF ART AND DESIGN
SAVANNAH AND ATLANTA, GEORGIA

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO
CHICAGO, ILLINOIS

SYRACUSE UNIVERSITY
SYRACUSE, NEW YORK

UNIVERSITY OF CINCINNATI
CINCINNATI, OHIO

VIRGINIA COMMONWEALTH UNIVERSITY
RICHMOND, VIRGINIA



CFDA/TeenVogue Scholarship, in Partnership with Target

The sophomore-level students at the CFDA’s participating design schools were challenged to create a Target Guest Designer capsule collection featuring a CFDA Member’s brand. They were charged with the task of researching the designer’s brand, but also to look at the Target shopper and consider price points to create a collection worthy of an actual Target designer collaboration. The 2014 winner, Franky Tran of the School of the Art Institute of Chicago, successfully channeled the brand DNA of the jewelry designer **Pamela Love** to create a well-executed women’s apparel collection. He attended the annual CFDA Fashion Awards in June, where he was announced. In addition to his \$25,000 financial award, Franky was invited to the Target headquarters in Minneapolis to receive invaluable industry insight.

CFDA/TEEN VOGUE SCHOLARSHIP WINNER
FRANKY TRAN
SCHOOL OF THE ART INSTITUTE OF CHICAGO

CFDA/TEEN VOGUE SCHOLARSHIP FINALISTS
JESSICA FERREIRA
SAVANNAH COLLEGE OF ART & DESIGN
NAO HU
SCHOOL OF THE ART INSTITUTE OF CHICAGO
MINSU KIM
PARSONS THE NEW SCHOOL OF DESIGN
AMY YIP
ACADEMY OF ART UNIVERSITY



Liz Claiborne Design Scholarship

In 2009, the CFDA and Art Ortenberg—Liz Claiborne’s husband and business partner—established the Liz Claiborne Design Scholarship, a special supplemental award within the CFDA’s existing Scholarship Program. This scholarship recognizes the important contribution that Liz Claiborne made to the fashion industry, and brings her innovative design aesthetic into the classrooms of the leading design colleges and universities around the U.S. A teaching curriculum specifically developed for this program challenges students to translate and reinterpret Claiborne’s concept for design, “fit

the way you live,” to dress women of the twenty-first century. The \$25,000 Liz Claiborne Design Scholarship Award is presented to the student who best addresses the lifestyles and needs of women, given the current culture and world in which they live and work. The award is based solely on merit, as judged by a panel of prestigious industry experts. It must be used toward the student’s senior-year tuition or educational expenses. The 2014 winner, Carmela Osorio Lugo of Savannah College of Art and Design, was announced at the annual CFDA Fashion Awards in June.

LIZ CLAIBORNE DESIGN SCHOLARSHIP WINNER
CARMELA OSORIO LUGO
SAVANNAH COLLEGE OF ART AND DESIGN

HONORABLE MENTION
BRITTANY ALVEY
UNIVERSITY OF CINCINNATI

LIZ CLAIBORNE EXCELLENCE IN TECHNICAL DESIGN AWARD
NOVI UTAMI
ACADEMY OF ART UNIVERSITY

LIZ CLAIBORNE DESIGN SCHOLARSHIP SELECTION COMMITTEE
GABY BASORA
DANA BUCHMAN
GARY GRAHAM
VAN LUPU
LISA SMILOR

Fashion Education Summit

1.10 The CFDA hosted its third-annual Fashion Education Summit in January. More than 50 guests gathered at the Andaz Hotel on Fifth Avenue in New York for the day. Past CFDA Scholarship winners Nolan Bellavance, Jusil Carroll, Kieran Dallison, Sydney Halela, Niloufar Mozafari, and Lauren Sehner joined the educators for a panel discussion, where they reminisced about their years in school, working on the various scholarship competitions, balancing classwork with internships, and other noteworthy milestones leading up to graduation. They also spoke candidly about the process of finding their first jobs in the fashion industry. In the afternoon, new educational initiatives for 2014 were introduced and discussed with faculty. The initiatives, which benefit both current students and alumni, included the newly revised criteria for CFDA’s scholarship programs, announcement of the Tory Burch Mentorship Award program, CFDA+, Avenues to Industry, and several more ways to increase the dialogue between industry and academia.



JUSIL CARROLL, NOLAN BELLAVANCE, NILOUFAR MOZAFARI, LAUREN SEHNER, SYDNEY HALELA, AND KIERAN DALLISON



Geoffrey Beene Design Scholarship

In 2007, a generous \$2.5 million endowment from the Geoffrey Beene Foundation allowed the CFDA to expand its Scholarship Program and establish the prestigious Geoffrey Beene Design Scholarship, which brings the work of the legendary American fashion designer into the classrooms of the country’s leading design colleges and universities. A specialized teaching curriculum challenges students to look beyond conforming to trends and the practicality of business in order to advance the art form. Each year, a Geoffrey Beene Design Scholar is selected and receives \$25,000 to help defray senior-year tuition and educational expenses. This competitive award is based solely on merit, as judged by a panel of leading industry experts. The 2014 winner, Justin Chu, of Parsons the New School for Design, was announced at the CFDA Fashion Awards in June.

GEOFFREY BEENE DESIGN SCHOLARSHIP WINNER
JUSTIN CHU
PARSONS THE NEW SCHOOL FOR DESIGN

GEOFFREY BEENE EXCELLENCE IN TECHNICAL DESIGN AWARD
YEWON KANG
PARSONS THE NEW SCHOOL FOR DESIGN

GEOFFREY BEENE DESIGN SCHOLARSHIP SELECTION COMMITTEE
DOO-RI CHUNG
RUSSELL NARDOZZA

THAKOON PANICHGUL
NARCISO RODRIGUEZ
LISA SMILOR
YEONLEE TENG
ANNA SUI

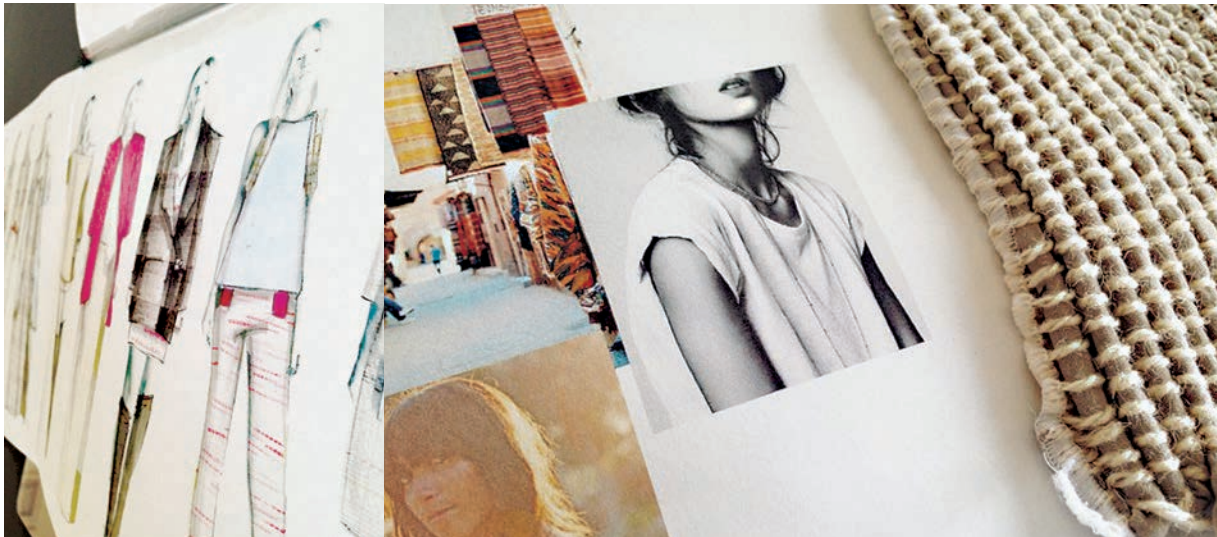
Avenues to Industry

Avenues to Industry is an advisory program that addresses some of the difficulties that students typically face when transitioning from academia to their first jobs. Advisors at these group tutorials provide industry insights, practical advice, and critical evaluations. Recent graduates have the opportunity to utilize our experience in portfolio-building, interview skills, and industry awareness, while their design portfolios receive individual attention and direction.

Eileen Fisher Social Innovator Award

For the 2014–2015 academic year, the CFDA was pleased to introduce a new partnership and postgraduate opportunity with **Eileen Fisher**. The award will provide three May 2015 graduates with cash awards of \$50,000 each, as well as year-long working mentorships alongside the Eileen Fisher team. The designers will work within the various departments of the Eileen Fisher company, including sourcing, design, and production with specific attention to the design principles of sustainability. The postgraduate placements will culminate in the creation of a limited-edition collection to be produced exclusively by Eileen Fisher.

Tory Burch Mentorship Award



The CFDA has partnered with **Tory Burch** to create the Tory Burch Mentorship Award, which provides the winning student with a unique opportunity to supplement academic learning with firsthand industry experience. Teslin Doud, a senior fashion-design student at Parsons the New School for Design, impressed the Tory Burch team with her environmentally conscious designs, and ultimately won the year-long mentorship. It began in September with a trip to Premiere Vision in Paris with the Tory Burch team, and has been further supported by ongoing guidance throughout the development of Teslin's senior collection, which will be shown on May 19th, 2015.



CFDA+

The CFDA+ program was established in 2013 to recognize the best of the emerging talent coming from the fashion design programs at our 20 participating schools across the U.S. With the intention of showcasing the students' skills, the CFDA developed a platform where the industry can view and hire the top tier of American talent.

Building on the success of the inaugural year, the leading international fashion-design programs were invited to participate in CFDA+ in 2014. It is open to design students graduating with a B.F.A. or M.F.A. degree, or the equivalent, and the CFDA received submissions from 52 schools around the world. Candidates went through a rigorous evaluation process, and an esteemed panel of industry experts made the final determinations.

The CFDA is thrilled to announce that 71 young designers have joined our roster of elite talent. They represent womenswear, menswear, jewelry, and accessories design, and display exemplary skills within the disciplines of:

- Research and concept
- Design
- Artisanal/craft/textile
- Construction/technical abilities
- Illustration
- Digital expertise
- Color
- Mastery of fabric and/or technique
- Brand communication

The profiles for the CFDA+2014 recipient are now featured on ArtsThread—the world's leading online platform for new designers (artsthread.com)—allowing the CFDA Membership seamless access to hireable talent.

Professional Development {Fashion Incubator}

Overview: {Fashion Incubator}

The CFDA {FASHION INCUBATOR} is a business-development program that provides a creative, professional environment to foster promising fashion talent. By offering low-cost studio space in the heart of the Garment District in New York, business mentoring, educational seminars, and networking opportunities, the program helps designers reach their full potential and become an integral part of the New York fashion community. The designers are chosen by members of the Selection Committee, which is composed of fashion-industry experts, including retailers, editors, and business leaders. In April 2014, the 2012-2014 {FASHION INCUBATOR} participants, listed below, moved out of their {FASHION INCUBATOR} studios and into their own design spaces. The following month, the new class of 3.0 {FASHION INCUBATOR} designers took up residence at 209 West 38th Street in New York.



PARTICIPATING DESIGNERS 2.0 2012-2014
ARI DEIN
ARIELLE SHAPIRO
BURKMAN BROS
BEN AND DOUG BURKMAN
DANIEL VOSOVIC
DANIEL VOSOVIC
EMANUELA DUCA
EMANUELA DUCA

ISAORA
MARC DANIELS
AND RICKY HENDRY
JONATHAN SIMKHAI
JONATHAN SIMKHAI
NUMBER:LAB
GREG LAWRENCE
REECE HUDSON
REECE SOLOMON
AND MAX STEIN
TIMO WEILAND
ALAN ECKSTEIN
DONNA KANG,
AND TIMO WEILAND

WHIT
WHITNEY POZGAY
PARTICIPATING DESIGNERS 3.0 2014-2016
IN MAY,
THE 2014-2016
{FASHION
INCUBATOR}
CLASS, LISTED
BELOW, MOVED
INTO THEIR
NEW STUDIOS
IN THE GARMENT
DISTRICT.

A PEACE TREATY
DANA ARBIB,
FARAH MALIK,
AND JESSE MEIGHAN
DEZSO BY
SARA BELTRAN
SARA BELTRAN
ISA TAPIA
ISA TAPIA
KAELAN
KAELAN HAWORTH
KARA
SARAH LAW

KATIE ERMILIO
KATIE ERMILIO
LUCIO CASTRO
LUCIO CASTRO
MISHA NONOO
MISHA NONOO
NOMIA
YARA FLINN
ORLEY
ALEX ORLEY,
MATTHEW
ORLEY, AND
SAMANTHA ORLEY

BUSINESS MENTORS

STEVEN ALAN
STEVEN ALAN
KYLE ANDREW
KATE SPADE
SATURDAY
JEFFRY ARONSSON
ARONSSON GROUP
RENEE BARLETTA
KCD
MICHAEL BASTIAN
MICHAEL BASTIAN
ARI BLOOM
A2B VENTURES
LIBBY CALLAWAY
BILLY REID
MALCOLM CARFRAE
RALPH LAUREN
SHIRA CARM
LAUNCH COLLECTIVE
MARSHALL CHEEK
KATE SPADE
NEW YORK
ELIZABETH CHUNG
CONSULTANT
SUNNY DIEGO
SAKS FIFTH AVENUE
PAUL DONAHER
LAIRD AND PARTNERS
TRISH DONELLY
URBAN OUTFITTERS
CINDY EDELSTEIN
JEWELER'S
RESOURCE BUREAU
JOSEPH FERRARA
FERRARA
MANUFACTURING
RAMYA GIANOLA
GOGOLUXE
ESTEBAN GOMEZ
CONSULTANT
DOUGLAS HAND
HAND, BALDACHIN
& AMBURGEY, LLP
JAYNE HARKNESS
J.H.G. AND PARTNERS
KEVIN HARTER
BLOOMINGDALE'S
MIKI HIGASA
KALEIDOSCOPE
MICHAEL ISAACMAN
MACK WELDON
ERIC JENNINGS
SAKS FIFTH AVENUE
SUSAN JOY
SUSAN JOY STYLING
& CREATIVE SERVICES

TRACY KENNARD
KENNARD & DAUGHTERS
TONY KING
KING & PARTNERS
CINDY KRUPP
KRUPP GROUP
KIT LI-PERRY
CONSULTANT
ASLAUG
MAGNUSDOTTIR
TINKER TAILOR
JENNIE
McCORMICK
RAG & BONE
LISA METCALFE
SKAIST TAYLOR
JOHANNA MURPHY
IVANKA TRUMP
CHRISTINE PARK
TIME'S ARROW
ROOPAL PATEL
ROOPAL PATEL
CONSULTING
ANDREW POLLARD
CONSULTANT
DAVID REES
TEN THOUSAND
THINGS
SHAN REDDY
REDLINE CONSULTING
KAREN
ROBINOVITZ
DIGITAL BRAND
ARCHITECTS
PAUL ROGERS
INDUSTRY GROUP
JAN SCHLOTTMANN
DEREK LAM
DANIEL SILVER
DUCKIE BROWN
MATTHEW SINGER
M. SINGER CONSULTING
SHELLY SOCOL
ONE ROCKWELL
BERYL SOLOMON
CONSULTANT
SUSAN SOKOL
SUSAN SOKOL
CONSULTING
BROOKS THOMAS
BROOKS THOMAS
GROUP
APRIL UCHITEL
SHOP SPRING
GARY WASSNER
HILLDJUN
CORPORATION



David Rose Workshop

4.25 David S. Rose, the famed pitch coach and founder of the investment organization New York Angels, hosted an afternoon workshop for the incoming {FASHION INCUBATOR} designers. David shared best practices for entrepreneurs who are pitching their businesses, and also identified some of the key assets that investors look for when evaluating a business. Specifically, he pointed out that potential investors are primarily looking for businesses with a large and growing market, a scalable business model, a competitive advantage, external validation, a reasonable valuation, and a leader with integrity.



5.9 Pitch Day of the {FASHION INCUBATOR} program is held in partnership with New York University's Stern School of Business. The participating designers were teamed with a group of four MBA students. Over the course of a semester, they worked together to develop a business plan and pitch deck—which the designers presented to a very prestigious panel of experts that included Elsa Berry (Vendome Global Partners), Mark Engebretson (Ralph Lauren), Lawrence Lenihan (FirstMark Capital), and Pierre-Yves Roussel (LVMH Fashion Group). The designers of the winning pitch, Orley, received tickets to attend the CFDA Fashion Awards in June; their MBA student partners, Shelly Banjo, Matthew Goldfarb, Haley Greenspoon, and Yiwei Zhao each received a cash prize, which was generously donated by an anonymous benefactor.



Market Day and Open House

5.21+9.11 In May, the CFDA invited the industry at large to visit the {FASHION INCUBATOR} brands' studios at 209 W. 38th Street. Additionally, in September, the CFDA hosted Market Day at the Incubator for the 3.0 class, inviting the industry's leading retailers, editors, stylists, bloggers, and business-support experts to view each designer's spring/summer 2015 collection during New York Fashion Week.

Professional Development {Fashion Incubator}

Target Announcement Dinner



5.23 Target hosted a celebratory welcome dinner for the newest class of {FASHION INCUBATOR} designers at the Highline Hotel in New York. Target has been the lead underwriter of the {FASHION INCUBATOR} program since its inception in 2010. Inaugural-class alumni **Dao-Yi Chow** and **Maxwell Osborne** of Public School came out in support, along with a small group of

fashion directors and media. The intimate evening celebrated four successful years of partnership and was an opportunity for Target to announce the Branding & Retail Series, which the company hosted for the designers over the summer. Before the 3.0 designers leave the program, one label will be singled out to have its own pop-up shop concept realized by Target in 2016.

Bloomingdale's Executive Store Tour and Lunch

6.11 The {FASHION INCUBATOR} designers were invited to visit Bloomingdale's for a tour of the company's 59th Street flagship store. Kevin Harter, vice president of men's fashion direction, Brooke Jaffe, vice president of fashion direction for women's ready-to-wear, and Josh Peskowitz, men's fashion director, walked the designers around each department discussing layout, how the Bloomingdale's customer shops, and what he or she is looking for. Tony Spring, Bloomingdale's chief executive officer, later hosted the designers and Bloomingdale's executives at the in-store restaurant, where, over burgers and milkshakes, Spring expressed his eagerness to support the next generation of American fashion talent.

KCD Digital Fashion Shows

2.11 + 9.11 In February, the 2.0 {FASHION INCUBATOR} designers were given an early "graduation gift" from KCD, which afforded each brand the opportunity to showcase their collections on digitalfashionshows.com, a platform created by KCD Digital to allow brands to unveil their collections with all of the assets of a live runway show. Each collection was presented with a specially created video, inspirations and the highlights from the collection, alongside a complete lookbook of imagery. The platform assets are all downloadable and embeddable, allowing for sharing and distribution. In September, the 3.0 designers were presented with the same opportunity, this time generously underwritten by Target.



Barneys New York Executive Store Tour and Lunch

8.6 Barneys New York hosted a private tour of its flagship store with its key executives Tom Kalendarian, Tomoko Ogura, and Jennifer Sunwoo. In addition to getting a sneak peek at the many store renovations underway, the 3.0 class received industry advice on product assortment, merchandising, visual display, and business practices. Following the tour, the designers were treated to an intimate lunch at Fred's, where they were joined by Barneys chief operating officer Daniella Vitale and executive vice president of digital Matthew Woolsey.

FRONT ROW: FARAH MALIK, JESSE MEIGHAN, KATIE ERMILIO, SARAH LAW, MISHA NONOO, YARA FLINN, AND ISA TAPIA
BACK ROW: TOMOKO OGURA, TOM KALENDERIAN, JENNIFER SUNWOO, ALEX ORLEY, SAMANTHA ORLEY, MATTHEW ORLEY, DANA ARBIB, MEREDITH STOECKLEIN, AND KAELEN HAWORTH



FRONT ROW: DANA ARBIB, ALEX ORLEY, SAMANTHA ORLEY, MISHA NONOO, ITALO ZUCHELLI, ULRICH GRIMM, FRANCISCO COSTA, RACHEL DOOLEY, SARA BELTRAN, YARA FLINN, AND TIMO WEILAND
BACK ROW: YUJI ALPERT, LUCIO CASTRO, MATTHEW ORLEY, SARAH LAW, JESSE MEIGHAN, FARAH MALIK, WHITNEY POZGAY, ARIELLE SHAPIRO, KATIE ERMILIO, AND MAX STEIN

An Evening With...

As a creative supplement to business-development programming, the CFDA organizes a series called An Evening With... in which renowned CFDA Members host the {FASHION INCUBATOR} designers at their studios, and tell the story of the beginning of their careers and the growth of their brands, in addition to sharing some of the lessons that they learned along the way. The CFDA Members customize their storytelling sessions to introduce the designers to their world and give them an opportunity to see the variety of ways that a business can be founded and thrive.

Calvin Klein Collection

7.30 Held in the Calvin Klein showroom in the Garment District, this event brought together designers from the 3.0 class, as well as alumni of the CFDA {FASHION INCUBATOR}, to hear **Francisco Costa**, the women's creative director for the Calvin Klein Collection; **Italo Zucchelli**, the men's creative director for the Calvin Klein Collection; and **Ulrich Grimm**, the creative director of shoes and accessories for Calvin Klein Collection, to each reminisce about their humble beginnings in fashion, from their days of sweeping floors, cutting fabrics, and staying hungry to where they are today—constantly inspiring one another and working as a team to produce the collections for one of the most iconic brands in history.

Kenneth Cole

1.14 The CFDA's growing group of {FASHION INCUBATOR} 1.0, 2.0, and 3.0 designers all had the chance to listen to **Kenneth Cole** at his midtown Manhattan headquarters. With his quintessential wit, Cole divulged how he built his juggernaut brand, while also dispensing key axioms that he himself has lived by, such as: "Make giving back part of the journey. The destination becomes far more rewarding." The evening culminated with each of the designers describing their brands using just one word, in keeping with Cole's advice about building a strong brand identity.





ARI DEIN COLLECTION (ARIELLE SHAPIRO ON LEFT)



FRONT ROW: TIMO WEILAND, REECE SOLOMON, IRENE NEUWIRTH, EMANUELA DUCA, AND WHITNEY POZGAY
BACK ROW: JONATHAN SIMKHAI, MAX STEIN, ALAN ECKSTEIN, DONNA KANG, ARIELLE SHAPIRO, GREG LAWRANCE, DOUG BURKMAN, BEN BURKMAN, SYDNEY HALELA, CHLOE POST, DANIEL VOSOVIC, AND RICKY HENDRY



RICKY HENDRY, SUZANNE COHEN, AND MARC DANIELS



ALAN ECKSTEIN, DIANE VON FURSTENBERG, TIMO WEILAND, AND DONNA KANG

W Hotels Los Angeles Showcase

3.15–3.18 The CFDA {FASHION INCUBATOR} and W Hotels Worldwide West Coast Showcase featured all ten {FASHION INCUBATOR} 2.0 brands during Los Angeles Market Week. The designers, who exited the program at the end of March, were hosted by W Hotels Hollywood and participated in various professional development activities organized by the CFDA, including a private tour with **Diane von Furstenberg** of her “Journey of a Dress” exhibition at LACMA, brunch with L.A.-based jewelry designer **Irene Neuwirth**, and a studio tour with Band of Outsiders’ **Scott Sternberg**. Starworks hosted a how-to workshop about celebrity dressing. The trip culminated in a day-long retailer, media, and stylist showcase of the designers’ latest collections at W Hollywood. That evening, designers and others in the industry were treated to a celebratory cocktail party and fashion show on the roof.

W Hotels Vieques 3.0 Program Kickoff



SARA BELTRAN



JESSE MEIGHAN, DANA ARBIB, AND FARAH MALIK



FRONT ROW: KATIE ERMILIO, SAMANTHA ORLEY, MISHA NONOO, AND SARA BELTRAN
BACK ROW: ALEX ORLEY, FARAH MALIK, MATTHEW ORLEY, KAELEN HAWORTH, DANA ARBIB, JESSE MEIGHAN, ISA TAPIA, AND YARA FLINN



3.28–3.31 The 2014-2016 {FASHION INCUBATOR} designers received a warm welcome to the program in March when W Hotels Worldwide hosted a kickoff retreat in sunny Puerto Rico. Escaping to the island of Vieques, where W Hotels has one of its premier Retreat & Spa properties, participants enjoyed a weekend filled with unforgettable experiences. Between taking part in morning beach yoga and sunset cocktails overlooking the Caribbean, the designers learned about W Hotels and the partnership opportunities available to them over the next two years, and how they could best apply these to supporting their business goals. The immersion weekend culminated in a trip to the Bioluminescent Bay and a gorgeous garden dinner.

Professional Development {Fashion Incubator}



Lucky Magazine Program Panel

5.2 Lucky magazine and the CFDA cohosted a breakfast panel discussion for New York City students to explain the process of becoming a designer, including the challenges and the rewards involved. Moderated by Eva Chen of Lucky and Steven Kolb, CFDA {FASHION INCUBATOR} designers Misha Nonoo, Yara Flinn of Nomia, Katie Ermilio, and Kaelen's Kaelen Haworth all spoke candidly about everything from inspiration and design to production to selling internationally. Bravery was a central theme; each speaker agreed on the importance of having the courage to venture into design and the business of fashion.



Target and Uncommon Design Challenge

Target, together with Uncommon—a leading purveyor of tech accessories—presented the {FASHION INCUBATOR} 3.0 class with the opportunity to design iPhone cases. Isa Tapia was selected as the winner of this challenge. She received a \$10,000 prize and five of her limited-edition designs were sold in Target stores nationwide from October 2014 to March 2015.

Professional Development

Overview: Professional Development Programming

The CFDA's ongoing Professional Development programming provides Members with relevant, practical information that they can put to use to operate their businesses more effectively, while also helping them to gain valuable insights and develop strategies for growth. Panel discussions, lectures, and workshops address topics including branding, communications, e-commerce, entering international markets, domestic and international trademarks, marketing, PR, social media, seeking investment, employment law, and more. If you have an idea for future programming, please contact Lisa Smilor.

MBA Program Business Projects

Established in September 2011 with New York University's Stern School of Business, the CFDA MBA Program continued in 2014 and expanded to also include Columbia Business School, Wharton, and Harvard Business School. The program pairs CFDA Members and {FASHION INCUBATOR} designers with MBA students, and together they work on a customized business project. These projects have included retail-optimization plans, e-commerce launch strategies with budgets and projections, licensing deals, market and channel analysis, and business plans. The work conducted by the MBA students is managed and abetted by a group of CFDA-assigned industry advisors. Over the summer, MBA students are paired with a CFDA Member or company of interest for a paid internship in which students work on a specific project that has been identified by the company as an area that needs restructuring, development, or expansion.

Brand Books Workshop

6.9 + 7.28 Business mentors Kyle Andrew (Kate Spade Saturday) and Paul Donaher (Laird and Partners), along with the CEO and founder of Redscout, Jonah Disend, led a two-part workshop in which the CFDA {FASHION INCUBATOR} designers worked on developing unique and clear brand language, imagery, and a signature vision for their company.

Target Workshops

Target hosted four workshops during the month of August, bringing in experts from the areas of media training, storytelling, merchandising, and digital.

RETAIL: THE ART OF MERCHANDISING
SARAH EASLEY
AND BETH BUCCINI,
KIRNA ZABETE

DEVELOPING A BRAND IDENTITY AND STORYTELLING
TODD WATERBURY,
SENIOR VICE
PRESIDENT OF
MARKETING, TARGET

MEDIA TRAINING
JOSH THOMAS,
HEAD OF PR
FOR DESIGN
PARTNERSHIPS,
TARGET

DIGITAL SOCIAL INNOVATION
RICHARD
CHRISTIANSEN,
CREATIVE DIRECTOR,
CHANDELIER
CREATIVE



Initiatives

**Fashion Week/Sustainability/Fashion Manufacturing
Philanthropy/CFDA/Vogue Fashion Fund**

The Council of Fashion Designers of America is devoted to supporting the overall growth of American Fashion. The following initiatives help execute this mission through the CFDA's recent acquisition of the Fashion Calendar, CFDA's active role in fostering sustainable design, and the CFDA's commitment to preserving garment production in New York City. The CFDA also demonstrated its commitment to philanthropy, most notably through its work with Fashion Targets Breast Cancer's twentieth anniversary. The CFDA also continued to cultivate the next wave of American design talent through the continuation of the CFDA/Vogue Fashion Fund.



CFDA Acquires the Fashion Calendar

Over the past several years, the CFDA has worked closely with the Fashion Calendar in scheduling New York Fashion Weeks, allowing this collaborative effort to grow stronger in recent years. Effective October 1, 2014, the CFDA officially acquired the Fashion Calendar from founder Ruth Finley, who established the business over 65 years ago. The CFDA now owns and operates the Fashion Calendar, which is a

year-round authoritative guide of schedules and upcoming-event dates for the fashion and beauty industries. The CFDA plans to modernize the Fashion Calendar offerings, and will be incorporating the service into CFDA.com in 2015. The last printed issue was mailed to subscribers on December 15th, before the Fashion Calendar became a solely digital resource. Please contact FC@cfda.com for any listings or inquiries.

Refinery29 x Instagram x NYFW



CFDA partnered with Refinery29 and Instagram for Fashion Week in September to provide unique coverage about CFDA Members’ shows. CFDA Fashion Instagrammer of the Year @aguynamedpatrick, along with nominees @amy_stone and @dapperlou, acted as official correspondents for @CFDA during NYFW. Brands that participated included Thom Browne, Carolina Herrera, Calvin Klein Collection, Michael Kors, Marc Jacobs, Tibi, and Donna Karan. Refinery29 featured this content on its Web site, and Facebook spotlighted the Instagrammers’ photos on the official Fashion on Facebook page. The goal is to not only provide unique and beautiful content for our followers but to also exponentially increase exposure to CFDA Members’ shows and presentations.

NYFW List

During the February New York Fashion Week season, the CFDA announced the launch of its new mobile-optimized version of the New York Fashion Week schedule, CFDA NYFWLIST, in order to provide an up-to-date, user-friendly mode of access to CFDA Members, press, and retailers. The calendar provided the ability to sort the New York Fashion Week events by multiple categories, including menswear vs. womenswear, CFDA Members only, geographic location of venue, runway shows vs. presentations, and NYFW highlights. There was also a function to search by brand or designer. NYFWLIST allowed users to add New York Fashion Week shows directly to his or her personal calendar. This service was utilized for both the February and September 2014 seasons, and is now a feature of the CFDA Fashion Calendar.



CONFIRMED MARKET DATES
In an effort to streamline the many market weeks throughout the year, the CFDA will take the initiative to confirm the New York market dates well in advance. All designers and brands will be asked to adhere to this schedule, and the CFDA will ensure that these dates are communicated to the industry at large.

- 2015 NY MARKET DATES**
FALL 2015
JANUARY 5–JANUARY 16
MEN’S 2015
JANUARY 19–JANUARY 23
FALL/WINTER 2015
FEBRUARY 12–FEBRUARY 19
HOLIDAY 2015
MARCH 9–MARCH 20
BRIDAL
APRIL 16–APRIL 23
RESORT 2016
JUNE 1–JUNE 12
SWIM
JULY 16–JULY 20
MEN’S 2016
JULY 20–JULY 24
SPRING 2016
AUGUST 3–AUGUST 14
SPRING/SUMMER 2016
SEPTEMBER 10–SEPTEMBER 17
BRIDAL
OCTOBER 8–OCTOBER 15
PRE-FALL 2016
NOVEMBER 30–DECEMBER 11



NYC Mayor Bill de Blasio Kicks off Fashion Week

9.3 New York City’s Mayor Bill de Blasio—accompanied by his wife and First Lady Chirlane McCray and their daughter, Chiara—welcomed the fashion industry to the mayor’s residence, Gracie Mansion, for a celebratory party to kick off New York Fashion Week. McCray made CFDA Members such as **Ralph Lauren, Michael Kors, Donna Karan, CFDA President Diane von Furstenberg, Carolina Herrera, Tommy Hilfiger, Tory Burch,**

Prabal Gurung, Norma Kamali, and Thakoon Panichgul feel right at home, saying, “This is your house. This is the people’s house, and you are always welcome.” Mayor de Blasio recognized the power of the fashion industry, noting its immense contribution to the American economy. He highlighted statistics such as the 900-plus fashion companies that employ 180,000 people and create \$11 billion in wages in New York City. Fittingly, he underlined that Fashion Week alone has nearly a \$1

billion economic impact on the city. “To other people, it’s a career, it’s what feeds their families, it’s what taps into their artistic capacity and their hopes, dreams, and entrepreneurship and creativity,” he said. “That’s what this industry means and what is quintessentially New York. New York is a place of great openness and inclusiveness, creativity and energy. No industry epitomizes that more than this room. And we are with you for the long haul to only make it better.”

Urban Zen & Health Initiative

9.3 The CFDA Health Initiative hosted a panel discussion at **Donna Karan’s** New York oasis Urban Zen. Dig Inn provided sustenance, with kale-and-egg burritos and yogurt parfaits. The discussion, led by Joyce Chang, the editor in chief of *Self* magazine, focused specifically on wellness and was geared toward young models who participate in New York Fashion Week. Chang highlighted important facts regarding women and their self-image. The yoga instructor Colleen Saidman Yee, also a panelist, asked everyone to remove their shoes and participate in a two-minute body scan, allowing everyone in the room a relaxing breath before the excitement of Fashion Week. Bob Roth, a panelist and the executive director of the David Lynch



Foundation, continued the sentiment as he emphasized how prevalent stress has become in the world today. “There is no drug or pill that can cure stress. We can mask the symptoms with these things, but those aren’t a cure.” The doctor on the panel, Woody Merrell, M.D., explained the immense importance of reducing stress and the

effect that can have on one’s health. The panel ended on a high, but emotional, note when the panelist and top model Kiara Kabakuru spoke to the women about her comeback from a horrible accident that had left her in recovery for months. “Failure is part of success—a part of your path. If you really want something, don’t give up on it,” she said.

Overview: Sustainability Committee

In 2013, the Sustainability Committee was formed with the goals of fostering and supporting sustainability measures in the fashion industry through mentorship, education, and collaboration. The committee is composed of CFDA Members, and is led by cochairs **Scott Mackinlay Hahn** and **Melissa Joy Manning**. They are joined by **Victoria Bartlett**, **Maria Cornejo**, **Pamela Love**, **Tina Lutz**, and have the unwavering support of **Eileen Fisher** and her team. The committee aims to inspire and empower designers to take practical, successful steps toward sustainable design. Outside sustainability experts including Linda Greer and Anna Carter of the National Resource Defense Council (NRDC); fashion consultant Julie Gilhart; Eva Kruse and Jonas Eder-Hansen from the Danish Fashion Institute; Livia Firth, the creative director of Eco-Age; Lewis B. Perkins from Cradle to Cradle Institute, and others support these efforts.

Clean by Design

First steps were taken by the CFDA and the Natural Resources Defense Council to create a resource database for the spectrum of sustainability needs of the fashion industry. NRDC hired and generously underwrote the salary for consultant Rebecca Silver to meet with a cross section of CFDA Members to identify the needs and resources necessary to produce a curated sustainability resource guide. Recommendations for next steps were presented to the Sustainability Committee and CFDA leadership.

William McDonough
Beyond Sustainability;
Designing
for Abundance

4.15 The CFDA hosted an inspirational morning with William McDonough at the Crosby Street Hotel. McDonough is a globally recognized designer, thought leader, and sustainable-growth pioneer and the preeminent voice for the world-changing power of ecologically smart design. Professionals from across the fashion industry attended—including retailers, designers, bloggers, professors, and students—all eager to learn about McDonough’s message to always “design as if there is going to be a tomorrow.”



ASON ENGDALH OF
ROGAN/LOOMSTATE

AirDye: The Future
of Waterless Printing

6.17 The CFDA and AirDye cohosted a breakfast event at the Andaz Hotel on Fifth Avenue in New York. The event was attended by CFDA Members and other renowned fashion-industry professionals who were eager to learn about this cutting-edge technology, which reduces the cost for short-run production printing and has the capability to print double-sided flawlessly on a huge range of fabrics and materials. The discussion was led by Evan Smith, the CEO of AirDye.



CHRISTOPH
FREHSEE,
BLAIR LAUREN
BROWN, KATIE
DEGUZMAN,
MICHAEL MILLER,
Yael AFLALO,
TARA ST. JAMES,
LAURA SIEGEL,
AURORA JAMES,
AND ANDREA LIM



COCO
ROCHA,
MARIA
CORNEJO,
AND
AMBER
VALLETTA



STEVEN
KOLB,
AND
ANDREA
LIM

CFDA/Lexus
Eco-Fashion Challenge

10.29 2014 marked the fifth year for the annual CFDA/Lexus Eco-Fashion Challenge. The contest is open to any American-based designer who has built and is continuing to develop a sustainable-clothing or -accessories line. Each candidate was required to submit a detailed application that demonstrated his or her commitment to ecologically and socially responsible design—with a minimum of 30 percent of the collection being produced sustainably. The selection process also included site visits to each designer’s studio. The 2014 winner and runners-up were announced at a luncheon at the Modern at the Museum of Modern Art.

CFDA and Lexus presented business-development awards in the amount of \$75,000 for one winner, and \$5,000 each for two runners-up.

2014 WINNER
K/LLER
COLLECTION
KATIE DEGUZMAN
AND MICHAEL MILLER

2014 RUNNERS-UP
REFORMATION
Yael AFLALO
STUDY NY
TARA ST. JAMES

The 2014 Selection Committee was composed of the following esteemed industry experts:

SASS BROWN
FASHION INSTITUTE
OF TECHNOLOGY
MARIA CORNEJO
ZERO + MARIA
CORNEJO
JULIE GILHART
JULIE GILHART
SCOTT
MACKINLAY HAHN
ROGAN/LOOMSTATE
MELISSA JOY
MANNING
MELISSA JOY
MANNING INC.
LISA SMILOR
COUNCIL OF
FASHION DESIGNERS
OF AMERICA
TIMO RISSANEN
PARSONS THE NEW
SCHOOL FOR DESIGN

Initiatives **Fashion Manufacturing**

Overview: **Fashion Manufacturing Initiative**

In partnership with the New York City Economic Development Corporation (NYCEDC), the CFDA launched the Fashion Manufacturing Initiative (FMI). The CFDA's Fashion Manufacturing Initiative—founded by Andrew Rosen and Theory—was created to nurture, elevate, and preserve garment production in New York City, ultimately connecting emerging designers and strengthening existing relationships between the design community and local fashion manufacturing. FMI's program includes: the FMI Grant Program, Apparel-skills Training Courses, and the New York City Production Database.



FMI Grant Program

CFDA's FMI Grant Program is a matching investment fund that helps factories and production facilities grow and sustain their businesses through the acquisition of innovative equipment, advanced technology, workforce training, professional development, and capital improvements. The long-term CFDA Member **Ralph Lauren** serves as the premier underwriter of FMI, with a contribution of \$500,000. New this year, The Coach Foundation has joined the program as fellow premier underwriter of FMI, matching Ralph Lauren's commitment of \$500,000. Victor Luis, CEO of Coach, will join the FMI Selection Committee.

Program Winners

2.6 Mayor Bill de Blasio, along with **Diane von Furstenberg** and Andrew Rosen, announced the inaugural FMI Grant Program winners at the CFDA {FASHION INCUBATOR} to kick off New York Fashion Week. During the first round of funding for the FMI Grant Program, over \$650,000 was awarded to each of the recipients. To date, the CFDA has granted over \$1.1 million to a total of 13 production facilities.

2013 GRANT RECIPIENTS

CREATE-A-MARKER
One of the leading computerized grading and marking companies.
254 WEST 35TH ST.
10TH FLOOR;
(212) 730-5615

HIGH PRODUCTION
Manufacturer with capabilities including development and production for pants, dresses, skirts, tops, jackets, and outerwear in woven materials, as well as a specialty in denim products.
254 WEST 35TH ST.
5TH FLOOR;
(212) 630-9986

IN STYLE USA
A full-service production facility established as a private-label manufacturer and contractor.
307 WEST 36TH ST.
2ND FLOOR;
(212) 631-0278

MARTIN GREENFIELD CLOTHIERS
A Brooklyn manufacturer of hand-tailored men's clothing.
239 VARET ST.
BROOKLYN;
(718) 497-5480

NEW YORK EMBROIDERY STUDIO
An embellishment factory located in the heart of New York City's Garment District.
327 WEST 36TH ST.
11TH FLOOR;
(212) 971-9101

WERKSTATT
A pattern service that specializes in intelligent, well-constructed garment development.
347 WEST 36TH ST.
SUITE 1003;
(646) 414-4545

VOGUE TOO PLEATING STITCHING & EMBROIDERY
A company expert in all types of pleating, tucking, thread, and elastic stitching.
265 WEST 37TH ST.
14TH FLOOR;
(201) 538-8993

2014 GRANT RECIPIENTS

DESIGN INCUBATOR
A sample and product-development studio.
306 WEST 38TH ST.
5TH FLOOR;
(917) 880-8080

DYE-NAMIX
A production facility—with services including pattern-making, cutting and sewing, and marking—and a staff with experience in both wovens and knits.
151 GRAND ST.
2ND FLOOR;
(212) 941-6642

DYNOTEX
A full-service garment-production facility.
236-250 GREENPOINT AVE.
BUILDING 6.
BROOKLYN;
(718) 532-9068

NEW YORK EMBROIDERY STUDIO
A full-service embellishment factory located in the heart of New York City's Garment District.
327 WEST 36TH ST.
11TH FLOOR;
(212) 971-9101

OOMARU SEISAKUSHO 2
An innovative production-development studio.
260 WEST 39TH ST.
SUITE 4;
(646) 381-2139

RAINBOW LEATHER
A facility specializing in custom printing and embossing on leather, cork, and fabric.
14-15 112TH ST.
COLLEGE POINT, QUEENS;
(718) 939-8762

SUNRISE STUDIO
A high-end sample and production contractor.
257 WEST 39TH ST.
8TH AND 15TH FLOORS;
(212) 354-1877

FMI 2014 Sponsors and Selection Committee

FMI SPONSORS

FOUNDING PARTNER
ANDREW ROSEN
AND THEORY, LLC

PREMIER UNDERWRITER
RALPH LAUREN,
THE COACH
FOUNDATION

SPONSOR
RUE LA LA

PATRONS
RAG & BONE,
PRECISION
CUSTOM
COATINGS, ENK
INTERNATIONAL

SUPPORTER
CIT.
GOOGLE

DONATIONS
SAVE THE
GARMENT
CENTER, PROJECT
GRAVITAS

FMI PREFERRED VENDORS

ALVANON
GERBER SCIENTIFIC
LECTRA
OPTITEX

SELECTION COMMITTEE

STEVEN KOLB

CEO, CFDA
ANDREW ROSEN
PRESIDENT,
THEORY

STEVEN ALAN
DESIGNER,
STEVEN ALAN

MARCUS WAINWRIGHT
CODESIGNER,
RAG & BONE

DON BAUM
EXECUTIVE
VICE PRESIDENT
OF GLOBAL
MANUFACTURING
AND SOURCING,
RALPH LAUREN

BOB SAVAGE
CEO, NANETTE
LEPORE

STACEY EISNER BENDET
FOUNDER
AND DESIGNER,
ALICE + OLIVIA

An FMI Advisory Committee helps steer the overall vision and focus of this initiative. The committee is composed of designers, suppliers, and industry experts.



Wharton Field Application Project

12.10 As part of the FMI program, the CFDA partnered with the Wharton School's MBA program on a Field Application Project (FAP). Six students were tasked with the broad topic of researching ways to reduce or eliminate tariffs paid on imported fabrics, ultimately making New York City manufacturing more appealing. The students introduced their findings and proposals in a presentation at the CFDA Headquarters to key leaders in the fashion industry, specifically in production. Their proposal included four potential options: a Foreign Trade Zone; lobbying to change legislation and the tariff schedule; an Inverted Tariff Trust Fund; or a Free Trade Agreement. The CFDA plans to research each of these options and build on their findings in 2015. Attendees included Andrew Rosen of Theory; Jim Metcalfe of Tory Burch; **Stacey Eisner Bendet** of Alice & Olivia; and Alan Mak & Ina Bartkus of Public School, among others.

Alvanon Hosts Best Practices for Executing Fit

5.22 CFDA and Alvanon, which bills itself as the Apparel Fit Expert, hosted a morning seminar on best practices for executing fit from a manufacturing perspective. Members of the New York production community and CFDA-Member production teams were invited to attend. The Alvanon staff highlighted important tools for success in using fit forms and blocks; how to understand brand expectations and fit intent; and key process considerations for consistency and achieving fit approval.

City Source New York

1.21 + 7.22 The CFDA hosted a biannual manufacturing trade show, City Source New York, at the Fashion Institute of Technology. The showcase highlighted over 65 local fashion-production facilities, with services spanning the entire production process. This one-day show allowed designers and brands to meet and connect with New York manufacturers.

Lectra Made in America Panel Discussion

3.22 CFDA and Lectra hosted an interactive panel discussion to discuss the benefits and challenges of producing clothing in the U.S. Production teams from the fashion industry were invited to attend. Among the panelists was the inaugural FMI Grant's winner, Tod Greenfield of Martin Greenfield Clothiers, who spoke about his company's commitment to quality and fostering strong ties to its community.

Initiatives **Fashion Targets Breast Cancer**

Overview: **Fashion Targets Breast Cancer**

Philanthropy is a core tenet of the CFDA, and the CFDA Foundation continues to raise funds and awareness for disaster relief, HIV/AIDS, and Fashion Targets Breast Cancer (FTBC), a charitable initiative of the CFDA Foundation. FTBC marshals the goodwill and services of every element of the fashion industry to raise public awareness and funds for the breast cancer cause in the U.S. and around the world.



HANNAH BRONFMAN,
MARIA SHARAPOVA, AND
BRENDAN FALLIS

Maria Sharapova Announced as FTBC Ambassador

This year marked the twentieth anniversary of FTBC, and the CFDA was thrilled to announce Maria Sharapova as its 2014 FTBC ambassador. The campaign, art directed by Rony Zeidan, founder of the New York-based creative agency RO New York, featured four images of Sharapova sporting CFDA brands, including Derek Lam, Calvin Klein Collection, The Row, and Jennifer Fisher Jewelry. The shoot, styled by Ketevan Gvaramadze, was shot in Los Angeles at Milk Studios by the fashion photographer Michael Beauplet. The national advertisement ran in October, November, and December 2014 publications, including the October issues of *Vogue* and *Vanity Fair*, *Lucky*, and *Glamour* and the September 14 issue of *T: The New York Times Style Magazine*.



JODIE SNYDER MOREL,
JENNIFER FISHER, MARIA
SHARAPOVA, STEVEN
KOLB, PAMELA LOVE,
DANIELLE SNYDER, AND
BETSEY JOHNSON



Porsche Unveils the Maria Sharapova Ads

8.20 The fashion industry united for a summer soiree presented by Porsche to toast the 20th anniversary of FTBC. The event, held at the New Museum in New York City, featured the four campaign images of Maria Sharapova. As the sun set on the New York skyline, designers **Betsey Johnson** and **Jennifer Fisher** sipped Veuve Clicquot and mingled with the tennis star. Hannah Bronfman and Brendan Fallis DJed a series of summer jams, while other CFDA

Members such as **Danielle Snyder** and **Jodie Snyder Morel** of Dannijo and **Pamela Love** hobnobbed alongside the campaign images. Sharapova, who looked stunning in a Marc Jacobs peach-colored frock, noted that she was “impressed to see, on a global and domestic scale, the impact FTBC has made.” And with \$54 million donated directly to patient care over the past twenty years, we’d say that FTBC has certainly hit the bull’s-eye.



Nine West Supports Fashion Targets Breast Cancer



For the fifth year in a row, Nine West joined forces with FTBC to raise awareness and funds for breast cancer. During the week of October 15–21, Nine West donated \$25 to FTBC with each purchase—in-store at retail, in an outlet, or online—of \$125 or more. As a thank-you to customers for their purchase and donation, they received a Nine West/FTBC-branded pouch. Additionally, the company accepted donations during the entire month of October in support of breast cancer awareness. Exclusively for this year, Nine West designed a limited-edition Nine West/FTBC pump that was only available at the brand's NYC retail stores and ninewest.com. Lastly, in an effort to engage the community, Nine West created a social-media campaign tied to the cause. For every photo upload made by a celebrity, blogger, editor, or customer wearing a blue shoe using the hashtag #9wftbc and tagging @ninewest during the month of October, the brand made a donation to FTBC.



FTBC Thanks its 20th Anniversary's Supporters

Clare Vivier
CFDA Member **Clare Vivier** joined forces with FTBC to create an exclusive Clare V. design raising both funds and awareness for breast cancer patient care. The cream-colored, quilted-leather flat clutch featured a two-tone zipper in red and blue, and the FTBC logo printed on the interior lining. During the holiday season, Clare Vivier donated a portion of proceeds from every purchase of the bags sold in its retail stores and on its Web site, clarev.com, to FTBC.

Commando
For the fourth year in a row, Commando, the original invisible underwear-and-hosiery brand designed by CFDA Member **Kerry O'Brien**, teamed up with FTBC to raise funds and awareness for breast-cancer patient care. During the entire month of October, Commando donated \$5 for every product sold on its Web site, wearcommando.com. In addition, as a special thank-you, all consumers whose purchases totaled \$125 or more received a limited-edition thong appliqué with the FTBC logo.

Editorialist
CFDA's Strategic Partnerships Group (SPG) partner Editorialist and **Pamela Love** joined forces to create the Five Spike Stud Earrings to support FTBC. Editorialist chose one of Pamela's signature styles, rendered in rose gold

with diamond posts. The studs were sold from September to December, with a portion of proceeds donated to FTBC.

Fashion Project
CFDA partnered with the charity fashion Web site Fashion Project to raise money for FTBC. CFDA Members' brands Steven Alan, Vince Camuto, Mara Hoffman, Lela Rose, Kate Spade New York, and Rebecca Taylor donated designer clothing, shoes, handbags, and accessories to benefit this CFDA initiative. A portion of the proceeds from the sale benefited FTBC.

Jennifer Fisher Jewelry
CFDA Member **Jennifer Fisher** partnered with RGB to create a custom nail-polish color called Treatment Is the Solution (or T.I.T.S.). A portion of proceeds from each polish purchase benefited FTBC.

Malia Mills
CFDA Member **Malia Mills** created a limited-edition jumpsuit, the Resolution: a jet-black dress-up and -down piece cut in signature Japanese stretch woven fabric. For each jumpsuit sold, her brand donated a portion to FTBC.

Marcia Patmos
CFDA Member and luxury-womenswear designer **Marcia Patmos** donated a percentage of proceeds from sales made through her Web site from September

15 to October 31. With each purchase, customers received a limited-edition bag made especially for FTBC.

Naked
Carole Hochman, the CFDA board Member and CEO of Naked, helped raise funds and awareness for FTBC during the month of November. Naked offered a \$5 donation for purchases of two or more pairs of men's underwear made through its Web site.

S'well
In October, **Cynthia Vincent** created an exclusive water bottle for S'well with a portion of the proceeds donated to FTBC. In addition, S'well contributed 200 custom SoulCycle/FTBC bottles for the second-annual SoulCycle charity ride benefitting FTBC. The S'well bottles were distributed to all riders at both the Beverly Hills and New York City events on November 17.

Pinkberry
CFDA partnered with the global yogurt retailer Pinkberry to raise awareness and funds for FTBC. From September 5 to October 30, Pinkberry made a donation to FTBC for every serving sold of its new Apple Pie à la Mode flavor. In addition, Pinkberry customers supported the cause by making a donation at checkout. Those who made a donation had the opportunity to personalize a message on a giving tree, which was displayed in-store.

Initiatives

Fashion Targets Breast Cancer



FTBC Grant Recipients

In 2011, FTBC began working with the New York Community Trust to develop a focused grantmaking program covering the critical areas of breast-cancer screening, treatment, and survival. It established the Fashion Targets Breast Cancer Fund, which is guided by an advisory committee of fashion-industry representatives, experts in the content area, and trust staff, to make grants to New York City organizations that assist women with breast cancer. Specifically, grants from the FTBC Fund help low-income, minority, and immigrant women, with screening, treatment, and support services to help them cope with their cancer. Currently, Fashion Targets Breast Cancer funds are donated to the Ralph Lauren Center for Cancer Care and Prevention, the Maimonides Medical Center, SHARE (Self Help for Women with Breast or Ovarian Cancer), and New York Hospital Queens.

Initiatives

Fashion Targets Breast Cancer International



FTBC International Campaigns

The success of Fashion Targets Breast Cancer as a brand led the CFDA Foundation to license the FTBC symbol and campaign for use in other countries. FTBC campaigns are currently produced in the following countries.

Australia

In 2014, FTBC in Australia entered a new era with the license adopted by the Garvan Research Foundation, the fund-raising arm of the Garvan Institute of Medical Research—one of Australia's preeminent research organizations, which is changing the direction of science and medicine not only in Australia but globally. A number of high-profile designers and celebrity ambassadors have been secured for FTBC Australia's campaigns.

Brazil

Brazil began FTBC with the FTBC Brazil Race Series in Rio de Janeiro in early May. In June, FTBC Brazil launched a digital campaign, FTBC Brazil—Flag Colors, during the World Cup. This campaign ran through August and had prominent celebrities in Brazil wear the FTBC logo in green and yellow, the colors of the country's flag. In late August, Brazil hosted the FTBC Race Series in Sao Paulo. In addition, FTBC Brazil worked to license new products: tennis shoes and a stand mixer. Also, Brazil released a new FTBC Brazil T-shirt collection.

Canada

In the fall of 2001, Rethink Breast Cancer debuted the world-famous Fashion Targets Breast Cancer campaign in Canada, and to date it has raised over \$2 million. Initially launched with partners *Fashion* magazine and Holt Renfrew, the FTBC tee has been sold at other major retailers, including Roots and Joe Fresh, and has been featured

in magazines such as *Flare*, and on the cover of *Chatelaine*. Celebrities who have added star power to the campaign include Kim Cattral, Patti Hansen, Alexandra and Theodora Richards, Nelly Furtado, Sarah McLachlan, Chantal Kreviazuk, Lisa Winkler and Carole Pope. Many local celebrities have also shown their support for FTBC, including Ben Mulroney, Steven Sabados and Chris Hyndman, Belinda Stronach, Jeannie Becker, and many more. Rethink Breast Cancer's mission is to empower young people worldwide who are concerned about and affected by breast cancer through cutting-edge education, resources, advocacy, community engagement, and fund-raising.

Cyprus

FTBC Cyprus produced a good-luck-charm bracelet in multicolored string, adorned with a silver charm. Proceeds from this bracelet benefited FTBC.

Greece

FTBC Greece recently orchestrated the opening of a new office in the center of Athens that also houses a breast-cancer screening center. The location hosts seminars on breast-cancer prevention and education, diet, exercise, and wellness. Also, this year FTBC Greece engaged in a black-and-white campaign, in which retailers donated proceeds from their black and white merchandise to FTBC.

Ireland

Moneys raised from campaigns by FTBC Ireland are donated to the Irish Cancer Society's Action Breast Cancer program, which provides services for women diagnosed with breast cancer, and to Europa Donna Ireland, a patient-advocacy group that campaigns for better breast-cancer services.

Mexico

FTBC Mexico joined the roster of international partners in 2014 under the leadership of Sara Galindo, who served as the executive fashion editor of Mexican *Elle* for twelve years. Sara is considered one of the most important fashion figures in Latin America, and is sure to take FTBC Mexico far. With the support of NookMX, the campaign launched in Mexico City on October 22 with a runway show and a silent auction, which included merchandise donated by CFDA designers. Proceeds from this evening went to FTBC Mexico's designated breast-cancer charity, La Fundación Beatriz Beltrones.

United Kingdom

This year's campaign for Fashion Targets Breast Cancer focused on three powerful, successful female role models that conveyed strength, support, and unity against breast cancer. These role models were faces from sports, music, and fashion who embody an aspirational ideal that young, fashionable women could relate to and engage with. The models were not only beautiful but also represented the best of British talent and achievement. The celebrities were Jess Ennis-Hill, Laura Bailey, and Emelie Sande. FTBC UK supports Breakthrough Breast Cancer and currently works with the following retailers: River Island, Marks & Spencer, Topshop, Debenhams, Coast, Laura Ashley, Superga, and Warehouse.

REACH OUT

If you are interested in becoming an international partner, please reach out to Kristine Keller at K.Keller@cfda.com (note that you must have a charity and a retail partner).



SoulCycle for FTBC: 2 Rides, 2 Coasts

11.17 The CFDA and SoulCycle, the U.S.'s premier indoor cycling studio, hosted two charity rides, held simultaneously to benefit FTBC. In NYC, Laurie Cole led the ride at SoulCycle on West Nineteenth Street, hosted by Kelly Ripa. The NYC ride was generously sponsored by The Pink Pony Fund of the Polo Ralph Lauren Foundation. NYC riders included David Lauren and Lauren Bush Lauren, Steven Kolb, **Gilles Mendel**, **Cynthia Rowley**, **Mara Hoffman**, **Kerry O' Brien**, Linda Wells, and Leandra Medine. In Beverly Hills, the event was hosted by CFDA Members **Jennifer Meyer** and **Scott Sternberg**. LA riders included Courteney Cox, Sophia Rossi, Sara Foster, Whitney Port, and **Rachel Roy**. The soulful rides culminated with treats from FTBC partner Pinkberry and Karlie's Kookies, a CFDA educational initiatives partner. Additionally, each rider went home with a customized S'well x FTBC x SoulCycle water bottle, created by S'well, one of FTBC's partners. The ride raised nearly \$80,000, all of which was donated directly to FTBC patient care.

Initiatives The CFDA/Vogue Fashion Fund

Overview: The CFDA/Vogue Fashion Fund

The CFDA/Vogue Fashion Fund (CVFF) continues to offer specialized mentoring and business grants that are integral to fostering the next wave of successful design talent. With the money raised, the CFDA/Vogue Fashion Fund has contributed significant financial rewards and provided business mentoring to one or more designers. Recipients are selected by a committee of industry experts, based on the exceptional talent they have already demonstrated in fashion design and their capacity for future distinction in the industry.



BRETT HEYMAN,
EVA ZUCKERMAN,
GRANT KRAJECKI,
GIGI BURRIS,
NATALIE LEVY,
MATTHEW ORLEY,
ALEX ORLEY,
SAMANTHA ORLEY,
JAKE SARGENT,
DANIEL CORRIGAN,
TANYA TAYLOR,
RYAN ROCHE,
WES GORDON, AND
PAUL ANDREW

CFDA/Vogue Fashion Fund Finalists Announced at One World Trade Center Presented by Westfield

7.16 The ten finalists of the 2014 CFDA/Vogue Fashion Fund (CVFF) were unveiled at a cocktail party in lower Manhattan. Last year's winners, **Maxwell Osborne** and **Dao-Yi Chow** of Public School, announced the finalists together with the CVFF Selection Committee. The night was hosted by Westfield World Trade Center, which, through its partnership with the CFDA/Vogue Fashion Fund, is committed to supporting these emerging designers.

THE 2014 FINALISTS
EDIE PARKER
BRETT HEYMAN
EVA FEHREN
EVA ZUCKERMAN
GIGI BURRIS
MILLINERY
GIGI BURRIS
GREY ANT
GRANT KRAJECKI
& NATALIE LEVY
ORLEY
ALEX ORLEY,
MATTHEW ORLEY
& SAMANTHA
ORLEY

PAUL ANDREW
PAUL ANDREW
RYAN ROCHE
RYAN ROCHE
SIMON MILLER
DANIEL CORRIGAN
& JAKE SARGENT
TANYA TAYLOR
TANYA TAYLOR
WES GORDON
WES GORDON

>The CFDA/Vogue Fashion Fund Selection Committee annually chooses

three emerging designers, who will receive: (1) Business mentoring from an established team of fashion-industry professionals, in areas such as planning, marketing, sourcing, producing, and exporting. (2) Cash prizes to encourage and enable recipients to pursue their

own independent design plans (one winner is awarded \$300,000, and two runners-up receive \$100,000 each).
>The CVFF program is generously sponsored by partner J.Crew, as well as underwriters American Express, Carolina Herrera, Coach Foundation,

Kate Spade New York, Lane Bryant, M.A.C. Cosmetics, Maybelline New York, Neiman Marcus, Nordstrom, the Ralph Bartel Foundation, Reed Krakoff, Sycamore Partners, thecorner.com, Theory, Tiffany & Co., Tumi, Westfield, Westfield World Trade Center, and Vogue.



Kate Spade Build Your Brand Program

For a second year, Kate Spade New York invited five previous CFDA/Vogue Fashion Fund finalists to participate in Build Your Brand, a six-week immersion course on branding and marketing run by the team at Kate Spade New York, which is known for its strong branding. In March 2014, the program concluded with the five finalists presenting their ad-campaign concepts in front of the Selection Committee. The committee was charged with choosing one of the presentations to go from concept to execution for an advertisement in the September issue of *Vogue*. It awarded the full-page ad, which was paid for by Kate Spade New York, to **Monique Péan**, who took her team to Iceland to shoot the campaign.

2014 DESIGNERS INCLUDED
SHANE GABIER AND CHRISTOPHER PETERS
CREATURES OF THE WIND
EDDIE BORGO
EDDIE BORGO
MONIQUE PÉAN
MONIQUE PÉAN
DAO-YI CHOW AND MAXWELL OSBORNE
PUBLIC SCHOOL
ERIN BEATTY AND MAX OSTERWEIS
SUNO

SELECTION COMMITTEE
SEBASTIAN KIM
FASHION PHOTOGRAPHER
TREY LAIRD
LAIRD + PARTNERS
STEVEN KOLB
CFDA
DEBORAH LLOYD
KATE SPADE NEW YORK
ED FILIPOWSKI
KCD
MARK HOLGATE
VOGUE



CVFF Takes Over Los Angeles

10.21 The CFDA/*Vogue* Fashion Fund held its annual group fashion show, which highlighted looks from the ten brands chosen as the 2014 finalists, at the Chateau Marmont in Los Angeles. The day was hosted by Reese Witherspoon, **Diane von Furstenberg**, and Mark Holgate and Lisa Love of *Vogue*. The presentation, which had additional support from Lexus, backstage hair by Jon Reyman, and backstage makeup by Maybelline New York, introduced the next generation of American design talent to L.A.'s top stylists, editors, and tastemakers. Thecorner.com, the online retail partner of the CFDA/*Vogue* Fashion Fund and sponsor of this star-studded

event, announced that it would offer a dedicated corner for the 2014 winner, providing an opportunity for the label to sell a curated selection of its spring/summer 2015 collection worldwide. Prior to the show, Brad and Cassandra Grey hosted the group for a cocktail to celebrate the designers' arrival in Los Angeles, and after the event, Selection Committee Member and CFDA President, **Diane von Furstenberg**, held an intimate dinner at her Beverly Hills home. This year, a new addition to the schedule was a Q & A with the Fashion Fund alum **Scott Sternberg**, of Band of Outsiders, who gave the finalists a tour of his design space and the opportunity to pick his brain as a veteran of the program.



Maybelline Design Challenge

10.14 The annual CFDA/*Vogue* Fashion Fund Design Challenge was the final step in the five-month program, which culminated in a winner and two runners-up being announced at a dinner on November 3. The Design Challenge presented the finalists with an opportunity to wow the Selection Committee before the final voting. This year the challenge was sponsored by Maybelline New York, and the finalists were each paired with a well-known U.S. city, and presented with a customized make-up kit with colors inspired by the city. The task was to create a head-to-toe look, including makeup, which embodies the distinct spirit and style of the Maybelline New York woman in that city, while still communicating the signature codes and DNA of the designers' brands. The cities included everywhere from San Francisco to New Orleans, and the brands took a spin at creating something quintessentially their own, while throwing in a little taste of each destination. For the cocktail party at the Ludlow Hotel in New York, Maybelline provided makeup artists to bring the designers' muses to life.

SAN FRANCISCO EDIE PARKER NEW ORLEANS EVA FEHREN	AUSTIN GIGI BURRIS MILLINERY LOS ANGELES GREY ANT	DETROIT ORLEY NEW YORK PAUL ANDREW	PORTLAND RYAN ROCHE NASHVILLE SIMON MILLER	HONOLULU TANYA TAYLOR MIAMI WES GORDON
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The Fashion Fund on Ovation TV

1.22 + 11.5 Viewers had the opportunity to join the CFDA/*Vogue* Fashion Fund journey from the beginning, thanks to a six-part series airing on Ovation TV in January (for the 2013 Fashion Fund) and November (for 2014) in partnership with Condé Nast Entertainment. The 45-minute episodes take viewers on studio visits with the ten finalists from each year, to an L.A. runway show, and on *Vogue* photo shoots, before the series culminates with the announcement of the CFDA/*Vogue* Fashion Fund winner and runners-up.

Studio Visit with Carolina Herrera

7.24 Carolina Herrera welcomed the CFDA/*Vogue* Fashion Fund finalists into her atelier for an informal Q & A moderated by *Vogue*'s Virginia Smith. The questions posed by the finalists ranged from the personal to the professional, and touched on all aspects of Carolina's life. CVFF is a program close to her heart—it was a conversation between her and *Vogue*'s editor in chief, Anna Wintour, in 2001 that spawned the fund out of a shared desire to support young designers who were displaced in the aftermath of September 11.



J.Crew Collaboration Pop-up Shop

6.17 For its fourth year as the title partner of the CFDA/*Vogue* Fashion Fund, J.Crew, along with the CFDA and *Vogue*, celebrated its exciting collaborations on limited-edition collections created by the winner and runners-up of the 2013 CFDA/*Vogue* Fashion Fund. J.Crew hosted a twenty-four-hour pop-up shop at its Prince Street location in New York to toast and showcase these collections, which were created by the winners, **Dao-Yi Chow** and **Maxwell Osborne** of Public School, and runners-up **Juan Carlos Obando** and **Marc Alary**, each of whom designed a collection exclusively for jcrew.com.

Initiatives **The CFDA/Vogue Fashion Fund**



3.1-3.4 + 9.27-9.29 The CFDA/Vogue Fashion Fund held its sixth and seventh seasons of the Americans in Paris program, both of which were generously underwritten by Tumi. Americans in Paris was created as a global showcase for emerging U.S. designers. As Paris Fashion Week attracts a wide array of international retailers, the showroom provides invaluable global exposure for the designers, as well as the sales, marketing, and media support necessary to expand their respective businesses. The showroom is located at 8 Rue de Valois during both Paris Fashion Weeks.

MARCH PARTICIPATING DESIGNERS

GREG CHAIT
THE ELDER STATESMAN
GEORGE ESQUIVEL
ESQUIVEL SHOES
JENNIFER FISHER
JENNIFER FISHER
JUAN CARLOS OBANDO
JUAN CARLOS OBANDO
MARC ALARY
MARC ALARY
MISHA NONOO
MISHA NONOO
DAO-YI CHOW AND
MAXWELL OSBORNE
PUBLIC SCHOOL
RICHARD CHAI
RICHARD CHAI
RYAN LOBO AND
RAMON MARTIN
TOME
WES GORDON
WES GORDON

SEPTEMBER PARTICIPATING DESIGNERS

ANTONIO AZZUOLO
A.A. ANTONIO AZZUOLO
ALEJANDRO INGELMO
ALEJANDRO INGELMO
GEORGE ESQUIVEL
ESQUIVEL SHOES
SOFIA SIZZI
GIULIETTA
MARC ALARY
MARC ALARY
MISHA NONOO
MISHA NONOO
FLORA GILL AND
ALEXA ADAMS
OHNE TITEL
DAO-YI CHOW AND
MAXWELL OSBORNE
PUBLIC SCHOOL
TIM COPPENS
TIM COPPENS
RYAN LOBO AND
RAMON MARTIN
TOME



CFDA/Vogue Fashion Fund Awards Gala

11.3 The CFDA and *Vogue* announced the recipients of the eleventh-annual CFDA/Vogue Fashion Fund Awards at a dinner, which was generously supported by Westfield World Trade Center, at Spring Studios in New York. Shoemaker Paul Andrew received the 2014 CFDA/Vogue Fashion Fund Award, and **Eva Zuckerman** of Eva Fehren and Ryan Roche were the two runners-up.

The next steps for these recipients included meeting regularly with

assigned mentors based on their specific needs for business expertise and resources. In addition, the winner and runners-up received cash prizes—\$300,000 for the winner, and \$100,000 for each of the runners-up. The cash awards were set up to encourage and enable the recipients to pursue their design plans.

Since its inception in 2004, the program has granted \$4.1 million in total to 33 design companies, including 3.1 Phillip Lim, Alexander Wang,

Altuzarra, Billy Reid, Derek Lam, Eddie Borgo, the Elder Statesman, Jennifer Meyer, Monique Péan, Patrik Ervell, Philip Crangi, Prabal Gurung, Proenza Schouler, Public School, Rodarte, Thakoon, and Thom Browne.

On hand at Spring Studios to celebrate the achievements of this year's winners and honorees were an array of celebrities from the worlds of entertainment, fashion, and sports, including Seth Meyers, who introduced keynote speaker Stella McCartney.

Awards

**Instagrammer of the Year/Nominees Party
Awards Journal/Sponsors/Winners Announced**

Each June, the international fashion community gathers in New York to celebrate the best in American design at the CFDA Fashion Awards, which are given in collaboration with Swarovski. Held annually since 1981, the awards are the highest honor that can be bestowed on a member of the fashion community. Awards are distributed for excellence in womenswear, menswear, and accessories design, as well as for extraordinary accomplishments in journalism, creative vision, personal style, and lifetime achievement. In addition, each year the CFDA honors emerging design talent for their achievements with the Swarovski Awards.

Awards



ROSIE ASSOULIN, TIM COPPENS, JENNIFER FISHER, MARC ALARY, RUTH FINLEY, NADJA SWAROVSKI, IRENE NEUWIRTH, SHANE GABIER, CHRISTOPHER PETERS, AND SHAYNE OLIVER

The CFDA Fashion Awards Nominees and Honorees Announcement Party

3.11 The 2014 CFDA Fashion Awards nominees and honorees were announced at an intimate cocktail party, which was hosted by **Diane von Furstenberg** and Nadja Swarovski and held at New York's Bowery Hotel. Nominees and honorees are selected by the CFDA Fashion Awards Guild, which is composed of over 1,500 members of the fashion industry.



JAMIE BOCHERT IN ALTUZARRA



RONJA FURRER IN PROENZA SCHOULER



ABIAH HOSTVEDT IN PUBLIC SCHOOL

The Fashion Awards Journal

The 2014 *CFDA Fashion Awards Journal* featured exquisite photos of the nominees' designs. The journal was shot by Willy Vanderperre and styled by Olivier Rizzo.



JENNIFER FISHER



SHANE GABIER AND CHRISTOPHER PETERS



SHAYNE OLIVER



TODD SNYDER

Swarovski Nominees Party at Kirna Zabête

5.14 May 14 marked the grand unveiling of the 2014 CFDA Swarovski nominees' objets d'art creations. The event, held at Kirna Zabête in SoHo, displayed the beautifully adorned and bedazzled objects, all of which were derived from Swarovski crystals. From **Irene Neuwirth's** Swarovski-encrusted skateboard to Shane Oliver of Hood by Air's dripping-with-crystals Timberlands, the pieces were all inspired by the theme Lucky 13, to commemorate the thirteen-year partnership between the CFDA and Swarovski. In addition, the objects were auctioned on Gavel & Grand to benefit Free Arts NYC, a nonprofit organization that provides underserved children with educational arts and mentoring programs.



PHOTO BY PATRICK JANELLE

Fashion Instagrammer of the Year

In June, the CFDA added its first crowd-sourced award, which was given offstage to a recipient who demonstrated the most engaging Instagram content on his or her feed. The nominees were Patrick Janelle (@aguynamedpatrick), Amy Stone (@amy_stone), Doug Abraham (@bessnyc4), Louge Delcy (@dapperlou), Donald Robertson (@donalddrawbertson), Christina Caradona (@troprouge), Pari Ehsan (@paridust), and Amanda Jaas (@hokaytokay). Ultimately, Patrick Janelle took home the title and was the CFDA's official Instagram correspondent at the 2014 CFDA Fashion Awards on June 2.

Awards



And The Winners Are...

6.3 The CFDA paid tribute to the winners and honorees of the 2014 CFDA Fashion Awards at Alice Tully Hall, at New York's Lincoln Center. The film director and screenwriter John Waters hosted the evening. For the thirteenth year in a row, the night was held in collaboration with Swarovski.

The evening's Womenswear Designer of the Year honors went to **Joseph Altuzarra** for Altuzarra, presented by the actress Lupita Nyong'o. The award for Menswear Designer of the Year was presented to **Maxwell Osborne** and **Dao-Yi Chow** of Public School by the actor James Marsden.

Mary-Kate Olsen and **Ashley Olsen** of The Row took home the Accessories Designer of the Year award, which was presented to them by the actress Keri Russell.

The singer Rihanna was presented with the Fashion Icon award by *Vogue* editor in chief Anna Wintour, who praised the musician for her ability to tell captivating stories through the boldness and beauty of clothes. Rihanna thanked members of the audience: "the designers, the models, and everyone else who has inspired me."

The actors Greta Gerwig and Sebastian Stan presented the three Swarovski awards, which honor and recognize emerging talent. The Swarovski Award for Womenswear was given to **Shane Gabier** and **Christopher Peters** of Creatures of the Wind. The Swarovski Award for Menswear was presented to **Tim Coppens**. The Swarovski Award for Accessories went to **Irene Neuwirth**. Recipients in each category received generous financial support from the company, as well as exposure to the brand's vast and innovative crystal products and applications for fashion.

The Geoffrey Beene Lifetime Achievement Award was presented to **Tom Ford** by his husband, the journalist Richard Buckley, for his consistent, creative influence on fashion.

Awards

The Founder's Award in honor of Eleanor Lambert was given to Bethann Hardison by fellow model Naomi Campbell for Hardison's efforts to promote racial diversity in the fashion industry.

The Media Award in honor of Eugenia Sheppard, which is given for excellence in journalism, was presented to Paul Cavaco by the *Allure* editor in chief Linda Wells. Raf Simons, of Christian Dior and his namesake label, was recognized with this year's International Award, which was introduced by the actress Marion Cotillard and the Dior chief executive officer, Sidney Toledano.

Diane von Furstenberg presented the Board of Directors Tribute to Ruth Finley, in recognition of her 65 years as founder and publisher of the Fashion Calendar.

THE OFFICIAL SPONSORS OF THE 2014 CFDA FASHION AWARDS INCLUDED:

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TECHNOLOGY SPONSOR
LEXUS
AUTOMOTIVE SPONSOR

M.A.C.
BEAUTY SPONSOR
PROXIMO
SPIRITS SPONSOR
VEUVE CLICQUOT
CHAMPAGNE PARTNER

Digital Broadcast

The CFDA digitally Webcast the entire 2014 CFDA Fashion Awards show and red-carpet highlights on Tuesday, June 3, on CFDA.com. Brad Goreski hosted the red carpet.

Nowness Partnership

In May, the CFDA announced a unique partnership with Nowness, an editorial video platform that showcases short film commissions and original series made in collaboration with the world's foremost creative thinkers. In the spirit of the Swarovski Awards, which recognize emerging fashion talent, the CFDA worked with Nowness to create the video package directed by Clara Cullen and produced by Image Partnership, to introduce the three Swarovski awards for womenswear, menswear, and accessories. The short film premiered on Nowness on June 2.



Strategic Partnerships Group

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

Strategic Partnerships Group



Charlotte Ronson for Luxottica

The CFDA and Luxottica, the leader in fashion and luxury eyeglass frames and sunglasses, celebrated the fourth-annual Design Series for Vogue Eyewear at a private loft space in Los Angeles to honor the participating designer, **Charlotte Ronson**. The space, which was transformed into a chic garden party, embodied the flirty and feminine collection, which was inspired by Ronson's muse, Vogue Eyewear's global brand ambassador, Eva Mendes. Building off of the success of the program's previous collaborations, for the first time ever, eyeglasses were introduced in addition to sunglasses and launched exclusively at Sunglass Hut and LensCrafters. In attendance at the soiree in Los Angeles were some of the fashionably elite: Nicole Richie, Rashida Jones, Ellen Pompeo, Whitney Port, Bijou Phillips, and Drea de Matteo.

- CFDA'S 2014 STRATEGIC PARTNERSHIPS GROUP
- AMERICAN EXPRESS
 - BARBIE/MATTEL
 - BENJAMIN MOORE
 - BOX
 - CBIZ
 - CENTURY 21
 - DESIGNERS & AGENTS
 - EBAY
 - EDITORIALIST
 - ESTABLISHED BRANDS
 - FASHION PROJECT
 - GLOBAL BRANDS GROUP
 - GS SHOP
 - HP
 - INTEL
 - KAREN HARVEY CONSULTING GROUP
 - LEXUS
 - LUXOTTICA
 - MELISSA
 - MYHABIT
 - RZ RETAIL ADVISORS
 - SAMSUNG
 - SOURCE4STYLE
 - SPRING
 - STARBUCKS
 - THERUNTHROUGH
 - TIDE/PROCTER & GAMBLE
 - WIREWAX
 - WOOLMARK



Intel Wearable Tech Salon

4.9 A group of CFDA Members and their design and e-commerce teams gathered with Intel's top executives at the Andaz Hotel on Fifth Avenue for a morning salon. Here, designers and their teams discussed the intricacies, challenges, and excitement of fusing technology and fashion with the Intel executives. Designers such as **Lisa Salzer** and **Pamela Love** shared their ideas about how technology could be implemented in jewelry. Ideas were also put forth by designers such as **Erin Beatty** and design teams from Kate Spade New York, among many others. Employees from Intel, one of the CFDA's newest strategic partners, shared their vision about the future of technology and fashion.



Tide Washables Panel

5.20 Tide Pods and the CFDA have joined forces to show that washable can be fashionable. Together we are working to educate designers on the benefits of creating more designer garments in washable fabrics. The CFDA/Tide partnership, now in its second year, launched with the Washable Fashion Panel at the Mondrian SoHo on May 20. The CFDA's Steven Kolb moderated a lively discussion with Margarita Bahrikeeton of Procter and Gamble's research-and-development team; Rebecca Pailles-Friedman, professor of industrial design and fashion at Pratt Institute, and Benita Singh, cofounder and CEO of Source4Style. **Tracy Reese**, Tide's Washable Fashion ambassador, spoke about her experiences creating a collection of washable pieces last year as part of this ongoing partnership.



NICOLE MILLER



TADASHI SHOJI



RICHARD CHAI

Touchdown: NFL and the CFDA Team Up

1.14 + 2.14 In celebration of Super Bowl XLVIII, and in support of the National Football League Foundation (NFL Foundation), the CFDA and Bloomingdale's teamed up in January on a unique collaboration of football helmets customized by 48 CFDA Members, including **Blake Mycoskie**, **Stephen Dweck**, **Billy Reid**, and **John Varvatos**. All 48 helmets were auctioned on the Bloomingdale's Web site in celebration of Super Bowl XLVIII from January 15 to February 4, with 100 percent of the net proceeds benefiting the NFL Foundation, a nonprofit organization dedicated to improving the lives of those touched by the game of football. Through its grant programs, the NFL Foundation supports youth and high school football programs, health and safety efforts, and community health initiatives. The minimum bid for each helmet was \$248, to celebrate the forty-eighth Super Bowl.



ELIE TAHARI DESIGNS



PETER SOM DESIGNS

Global Brands Group: Collaboration with Peter Som & Elie Tahari for Kohl's

4.14 + 10.14 As part of the CFDA's partnership with Global Brands Group, the manufacturer for Kohl's, CFDA designers visited exotic locations to fuel inspiration for a capsule collection, sold at Kohl's. In April, **Peter Som** traveled to the beautiful beaches of St. Barths to find inspiration for his DesignNation capsule collection, which featured breezy blues and a panoply of floral-print maxi dresses and skirts, rompers, effortless tees, and more. In the fall of 2014, **Elie Tahari** followed suit and created a collection of frocks and tees, among other items, inspired by the city that never sleeps, New York.

Strategic Partnerships Group



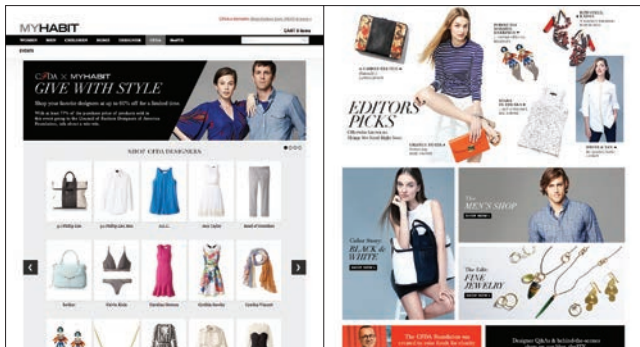
Band of Outsiders for Starbucks

6.14 The CFDA's partnership with Starbucks showcases the unique talents of the CFDA's roster of designers. Not only does this partnership allow CFDA Members to wield a creative hand, it also gives consumers the chance to appreciate the Members' work in an innovative and fun way. The latest installment of Starbucks mugs and coffee tumblers was designed by **Scott Sternberg** of Band of Outsiders. The items, which were on sale in time for Father's Day, featured either a black or colorful drip along the rim of the cup.



Editorialist Dinner

5.14 Editorialist.com founders Stefania Allen and Kate Davidson Hudson; CFDA's Steven Kolb; CFDA Members; editors; and fashion influencers, including Hannah Bronfman and Leandra Medine, all gathered for a private dinner to celebrate the CFDA x Editorialist Accessories Spotlight, which was a series on editorialist.com. The dinner, held at the Highline Hotel, allowed gatherers to toast the luxury e-commerce/magazine hybrid and its partnership in 2014 with the CFDA. Each month, visitors got to know the history behind a different CFDA accessories designer's brand or collection while they shopped a selection of exclusive pieces.



MyHabit and CFDA Unite

7.14 In order to continue to expand upon the CFDA's philanthropic efforts, and to give Members a platform to work together with the Foundation, the CFDA collaborated with MyHabit to create a shopping experience with sales directly benefitting the Foundation's charitable initiatives, including Fashion Targets Breast Cancer, AIDS/HIV research, and disaster relief. The charity flash sale, aptly named Give with Style, launched in July and featured over \$1 million of merchandise from 50 CFDA designers, including **Tory Burch, Carolina Herrera, JC Obando, and Steven Alan**. To celebrate the initiative, the CFDA and MyHabit held a launch party at the Rooftop of the NoMad Hotel. The event was attended by CFDA Members, bloggers, editors, and industry representatives, and featured a strong press and social media presence in an effort to garner public awareness about the sale.

Wirewax

2.14 In 2014, the CFDA added Wirewax, the world's leading shoppable video platform to the Strategic Partnerships Group. Wirewax allows individuals the ability to create custom interactive experiences with videos by adding clickable and touchable hotspots, or tags, to any moving person or product in the video to engage and win over audiences. Wirewax joined forces with the CFDA to help Members get the most out of their video content, commercialize where possible, and carry out their vision.



Snoopy and Belle in Fashion

9.8 Peanuts Worldwide hosted an intimate celebration on the top level of the New Museum in New York to honor the second "Snoopy and Belle in Fashion" exhibition (the first one was held 30 years earlier). Some CFDA designers who participated in 1984, such as **Diane von Furstenberg** and **Betsey Johnson**, again took part. Other CFDA designers involved this time included **Anna Sui, Bibhu**

Mohapatra, Calvin Klein Collection, Christian Siriano, Robert Costello and **Jeffrey Tagliapietra** of Costello Tagliapietra, **Donna Karan, Gilles Mendel, Isaac Mizrahi, Kate and Laura Mulleavy** of Rodarte, **Kenneth Cole, Lisa Perry, Tommy Hilfiger, Tracy Reese, Victoria Bartlett** of VPL, and **Zac Posen**. Peanuts Worldwide made a generous donation to the CFDA Foundation on behalf of all of

the designers who participated in the exhibition. The iconic Snoopy and Belle dolls showed the originality and creativity of CFDA's designers, as well as the formidable influence that the Peanuts characters have on the fashion industry. The CFDA thanks Izquierdo Studio and Cannon and Izzy Ruiz of the Cannon Media Group for all of their work in helping to bring the designers' visions to life.

Woolmark Regional Winners Announced

7.15 At Milk Studios in New York, the 2014 International Woolmark Prize for the U.S. region was awarded to M.Patmos (designed by **Marcia Patmos**) in the womenswear category and Public School (designed by **Dao-Yi Chow** and **Maxwell Osborne**) in the inaugural menswear category. The 2014 nominees included: **Jonathan Simkhai** of Jonathan Simkhai; Misha Nonoo of Nonoo; Rosie Assoulin of Rosie Assoulin; **Whitney Pozgay** of Whit; Antonio Azzuolo of A.A. Antonio Azzuolo; **Ariel** and **Shimon Ovardia** of Ovardia & Sons; Timo Weiland, Alan Eckstein, and Donna Kang of Timo Weiland; and **Todd Snyder** of Todd Snyder. M.Patmos and Public School each received a \$47,000 grant toward their next collections, as well as an invitation to participate in the International Woolmark Prize final. The international prize's recipient is selected from among the winners of the five regional competitions, which are held in Asia, Australia, Europe, India and the Middle East, and the U.S. The winning menswear finalists from each region are meeting during London Collections: Men in January 2015, and the five regional womenswear finalists will meet in Beijing in March 2015.



Strategic Partnerships Group



DESIGNS BY WHIT, CHARLOTTE RONSON, CYNTHIA VINCENT, REBECCA TAYLOR, AND TESS GIBERSON

Barbie

9.5 The CFDA and Barbie gathered in the Meatpacking District to celebrate the launch of Barbie’s Fashion Design Maker App. A group of CFDA Members, **Tess Giberson, Whitney Pozgay** of Whit, **Rebecca Taylor, Charlotte Ronson**, and **Cynthia Vincent**, designed patterns that consumers can print directly from their desktops and stick onto Mattel’s ultimate fashion icon, Barbie. During September New York Fashion Week, the space also served as a charging station and lounge where editors, stylists, and the like could charge up between shows.

Cosmopolitan Fashion-Career Summit

6.11 The CFDA and *Cosmopolitan* magazine came together to hold a fashion-career summit on June 11 at Hearst Tower. The event, which attracted over 150 young professionals and students, kicked off with an inspiring keynote conversation between CFDA Member **Rebecca Minkoff** and *Cosmopolitan*’s editor in chief, Joanna Coles. Influential fashion voices Leandra Medine and Elizabeth Holmes later joined Coles for a lively talk focused on the multifaceted careers available in fashion media today. Brad Goreski, a moderator of one of the sessions, gave the crowd wise advice about pursuing a job in fashion: “If you want to go for it, do it and don’t hold back.”



eBay Designer Holiday Collective

11.18 The CFDA and eBay collaborated again to create fashionable and unique solutions for keeping smartphones charged. This year, CFDA Members **Pamela Love, Nicole Miller, Erin Beatty** and **Max Osterweis** of Suno, **Mark Badgley** and **James Mischka** of Badgley Mischka, **Thakoon Panichgul** of Thakoon, and **Trina Turk** created a series of portable power banks that can charge your phone on the go. The CFDA and eBay celebrated the release of the holiday collection of chargers with a cocktail party at Neuehouse in New York.



Best Buy

9.14 The CFDA partnered with the tech-accessories manufacturer Established Brands, Inc., and the retailer Best Buy to produce designer tech cases and accessories. CFDA Members **Nanette Lepore** and **Anna Sui** designed cases inspired by their current collections exclusively for the chain. The program, launched on October 5 at bestbuy.com and in Best Buy stores, included smartphone, tablet, and laptop cases.



Benjamin Moore

In 2014 the CFDA partnered with Benjamin Moore for a program to celebrate color, design, and entrepreneurship in fashion. Benjamin Moore has added a CFDA Trailblazer Award to its annual Hue Awards, which celebrate the exceptional use of color in design, and in 2014 **Trina Turk** was announced as the inaugural recipient. During the course of the CFDA and Benjamin Moore’s partnership, the two entities will organize various events, programs, and collaborations for CFDA Members that bring the interior-design and fashion communities together.

Spring

8.14 In August, the CFDA announced its partnership with Spring, an app that allows customers to seamlessly shop directly from a unique community of fashion and beauty brands with just the swipe of a finger. Many CFDA Members’ brands have joined the platform, such as Alice + Olivia, Band of Outsiders, Billy Reid, Prabal Gurung, Oscar de la Renta, 3,1 Phillip Lim, and Suno. Spring combines the best practices of e-commerce, the immediacy of social media, and the most recent learnings from mobile. In December, the CFDA and Spring kicked off a one-of-a-kind sale, in which users had the chance to shop truly unique items created by a group of CFDA Members, including **Michael Bastian, Lisa Salzer** of Lulu Frost, and **Billy Reid**. The items were shot exclusively by the Coveteur.



SPRING X CFDA ONE-OF-A-KIND SALE, PHOTO BY JAKE ROSENBERG OF THE COVETEUR



The CFDA's 2014 Digital Footprint

This year the CFDA's digital channels continued to evolve at an exponential rate. The CFDA's Instagram following increased at an astounding rate for the CFDA Fashion Awards. Users were able to follow the photos on the night of the awards closely by viewing the CFDA's "Insta-wall" on CFDA.com—an aggregation of images pulled from the CFDA's feed. Additionally, the CFDA highlighted its digital savviness with the creation of its first crowd sourced

CFDA Award, Instagrammer of the Year. The CFDA's network of followers is one of the most unique in the fashion industry, spanning everyone from CFDA designers and strategic partners to the CFDA guild, design students, and fashion-industry enthusiasts. The CFDA's digital footprint will continue to leave indelible impressions within the industry due to the creation of original content and innovative partnerships.

Social Media

Social media continued to grow to a digital audience of almost 1.5 million followers across the CFDA's platforms. Digital media has become an integral communications tool to support our Member designers, as well as the fashion industry as a whole. Content creation for our digital media has included designer profiles, event coverage, New York Fashion Week reportage, and video features.

Twitter > 340,000+ followers **Instagram > 240,000+ followers**
Facebook > 226,000+ likes **Tumblr > 231,000+ followers**
Google+ > 1.4 million+ followers **YouTube > 3.5 million+ views**

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