

COUNCIL
OF FASHION
DESIGNERS
OF AMERICA
CFDA.COM

CFDA 2011

THE COUNCIL OF FASHION DESIGNERS OF AMERICA, INC., (CFDA) IS A NOT-FOR-PROFIT TRADE ASSOCIATION WHOSE MEMBERSHIP CONSISTS OF MORE THAN 400 OF AMERICA'S FOREMOST WOMENSWEAR, MENSWEAR, JEWELRY, AND ACCESSORY DESIGNERS. CFDA MEMBERSHIP IS BY INVITATION ONLY. WHEN THE CFDA WAS FOUNDED IN 1962, ITS INITIAL GOALS WERE, AND STILL ARE: "TO FURTHER THE POSITION OF FASHION DESIGN AS A RECOGNIZED BRANCH OF AMERICAN ART AND CULTURE, TO ADVANCE ITS ARTISTIC AND PROFESSIONAL STANDARDS, TO ESTABLISH AND MAINTAIN A CODE OF ETHICS AND PRACTICES OF MUTUAL BENEFIT IN PROFESSIONAL, PUBLIC, AND TRADE RELATIONS, AND TO PROMOTE AND IMPROVE PUBLIC UNDERSTANDING AND APPRECIATION OF THE FASHION ARTS THROUGH LEADERSHIP IN QUALITY AND TASTE." THE CFDA FOUNDATION, INC., IS A SEPARATE NOT-FOR-PROFIT ORGANIZATION, WHICH WAS CREATED TO RAISE FUNDS FOR CHARITY AND INDUSTRY ACTIVITIES.

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LETTER PRESIDENT & CHIEF EXECUTIVE OFFICER



DIANE VON FURSTENBERG, PRESIDENT; STEVEN KOLB, CEO

On the eve of our fiftieth anniversary, the CFDA has become a global organization with a rich past and a bright future. When founded in 1962, the CFDA had 20 Members. Today the count is more than 400, and growing each year. Our programs and influence have strengthened over the years, and 2011 was no exception. Before we look forward to 2012's golden anniversary, we want to share with you some of our accomplishments from the past year.

Our Business Services Network (BSN) is now in its sixth year and is a valuable service to our Members. Corporate affiliates led professional development panels on relevant industry topics, including Joor's Fashion Interactive. Other partners created design opportunities—most notably the collaboration between **Jason Wu** and Melissa.

The CFDA's scholarship program continues to award the top talent at 20 of the leading colleges with fashion-design programs. Over \$150,000 was awarded through five scholarships, and we are

proud of the students who are recognized through the Liz Claiborne Design Scholarship, the Geoffrey Beene Design Scholarship, the CFDA/*Teen Vogue* Scholarship in partnership with Target, the Clara Hancox Scholarship, and the CFDA Scholarship.

While **Joseph Altuzarra** took top prize in the 2011 CFDA/*Vogue* Fashion Fund, all of the participating designers from the past eight years continue to benefit from the program. Each year, in partnership with Anna Wintour and *Vogue*, the Fashion Fund identifies top talent and works to help them succeed in business. New in 2011, the Fashion Fund, with the support of **Tommy Hilfiger**, hosted the Americans in Paris showroom, which brought ten alumni to fashion week. And thanks to Silas Chou, we created a Chinese/American designer exchange program.

Support for promising young talent was evident as well at the CFDA {FASHION INCUBATOR} in the heart of New York's Garment District. Mentoring and low-cost studio space are the foundations of the program, with designers having access to a rich, diverse assortment of educational seminars and networking opportunities. The Designer Storytelling series, where established Members share their experiences, included talks by **Norma Kamali**, **Robert Lee Morris**, **Nanette Lepore**, and **John Varvatos**.

At the awards in June, we celebrated the tenth anniversary of Swarovski's generous underwriting of the event. Highlights of the show, which was hosted by Anderson Cooper, were Nadja Swarovski receiving a special award for her support of young talent, **Marc Jacobs** being presented with the Geoffrey Beene Lifetime Achievement Award, and Lady Gaga accepting the Fashion Icon Award.

Our philanthropy remains core to our efforts. Fashion Targets Breast Cancer teamed up with Nine West for a major collaboration, and other partners across the globe helped raise funds for the initiative. Working with top modeling agencies, the CFDA Health Initiative created

an Ambassadors Program, in which more established models mentor newcomers to the profession. And, after the earthquake in Japan, we raised \$400,000 for relief efforts through our Fashion for Japan auction to which so many in the fashion community generously donated.

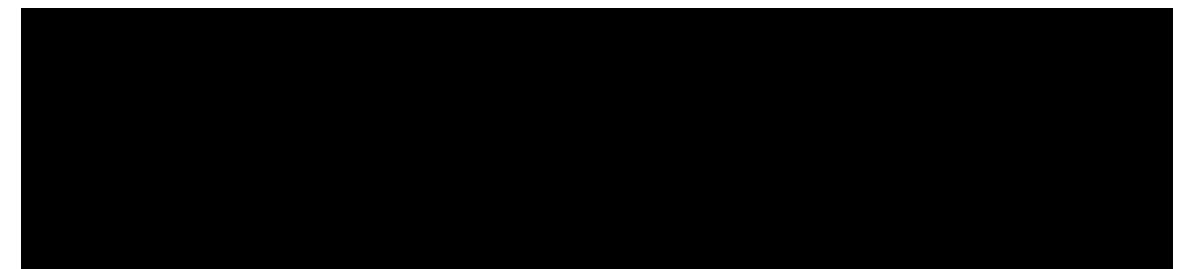
Fashion's Night Out once again kick-started fashion week. More than 250 U.S. cities participated in the third-annual shopping night, which had over 1,000 New York City retailers and raised \$500,000 through the sale of FNO merchandise for the New York City AIDS Fund. For the first time online retailers were involved, as well.

Intellectual property and the rights of designers remained a priority. We went to Washington, as did **Vera Wang**, **Jack McCollough**, and **Lazaro Hernandez**, all in support of the Innovation and Design Protection and Piracy Prevention Act (IDPPPA). The CFDA also created a Design Manifesto highlighting the elements of good and original design. And with eBay we created the "You Can't Fake Fashion" campaign.

There is so much more we did in 2011, and we encourage you to take time to look through the pages of our Annual Report. In 2012 we will continue our work on behalf of designers and the American fashion industry. We will also take time to reflect on our past and to celebrate our golden anniversary at the Museum at FIT with "*Impact: Fifty Years of the CFDA*." A publication also entitled *Impact*, produced by the CFDA and published by Harry N. Abrams, will be the visually rich companion book to the exhibition.

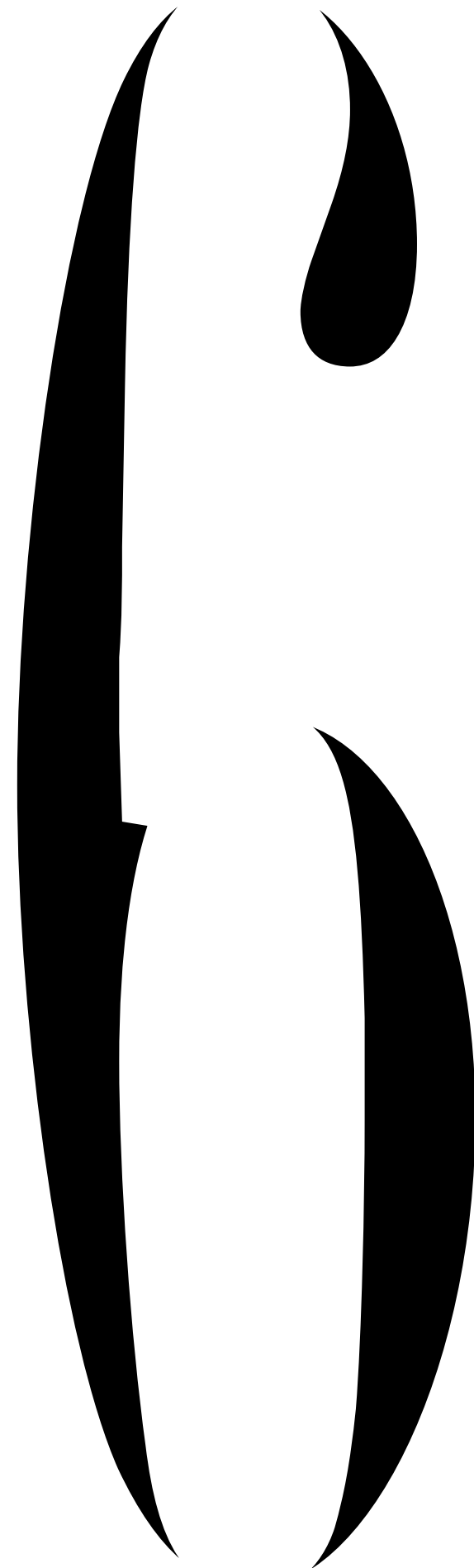
We can't be sure what challenges the future will hold, but we will be prepared. In 2012, Stars of American Fashion will launch. This anniversary endowment, supported by 50 CFDA Members and other industry friends, is an unrestricted fund and was created to be the primary permanent asset of the CFDA.

The CFDA remains committed to our core mission of promoting American fashion. There is no other organization like it.



MEMBERSHIP

THE COUNCIL OF FASHION DESIGNERS, INC., IS A NOT-FOR-PROFIT TRADE ASSOCIATION WHOSE MEMBERSHIP CONSISTS OF MORE THAN 400 OF AMERICA'S FOREMOST WOMENSWEAR, MENSWEAR, JEWELRY, AND ACCESSORY DESIGNERS. MEMBERSHIP IS OPEN TO AMERICANS DESIGNING IN THE UNITED STATES OR ABROAD, OR INTERNATIONAL DESIGNERS WHOSE BUSINESSES ARE BASED PRIMARILY IN THE UNITED STATES. EACH YEAR, THE ADMISSIONS COMMITTEE MEETS TO REVIEW CANDIDATES' APPLICATIONS BEFORE MAKING ITS RECOMMENDATIONS TO THE CFDA'S BOARD OF DIRECTORS. AN AFFIRMATIVE VOTE BY THE BOARD IS REQUIRED FOR THE ELECTION OF EACH NEW MEMBER.





THE NEW MEMBERS ARE

10.25 Back row: Flora Gill, Jen Kao, Derrick Miller, Dana Lorenz, Luis Fernandez, Claude Morais, Brian Wolk, Mara Hoffman, Ippolita Rostagno, Melissa Joy Manning, Thuy Pham. **Middle row:** Trish Wescoat Pound, Joy Gryson, Shaun Kearney, Alexa Adams, Prabal Gurung, Diane von Furstenberg, Olivier Theyskens, Steven Kolb, Sonja Rubin, Kip Chapelle. **Front Row:** Christian Cota, Fred Allard, Patty Perreira, Stan Herman, Charlotte Ronson, Tess Giberson, Miho Aoki, Gaby Basora

design tutelage of Nine West cofounder Vince Camuto. Fred credits his initial twelve years at the company for teaching him to “think globally.” In 2005, he returned to Europe as the front man of design at Castañer, where business grew from 9,000 pairs of shoes a season to 53,000 pairs under his leadership. Now back at Nine West since 2006, his career has come full circle, and his inspirations on everything from couture to art to architecture continue to elevate the brand.

MIHO AOKI & THUY PHAM

Japanese-born Fashion Institute of Technology alum Miho Aoki and Vietnamese-born Thuy Pham founded United Bamboo in 1998. The team made their New York runway debut for Fall 2004. United Bamboo employs innovative patterns, fabrics, and construction, like origami pleats, asymmetrical shapes, and architectural lines. The duo is also entrenched in the underground art and music scene, taking on collaborative art projects like artist-designed T-shirts printed with provocative cartoons or compilation CDs produced by indie-music label Uunited Acoustic Recording. The first United Bamboo store opened in 2004 in Tokyo and a subsequent men's store opened in that city's Harajuku neighborhood in 2006. The line is carried throughout the United States and Asia, as well as in select boutiques in Australia, Russia, and Canada.

GABY BASORA

Gaby Basora graduated from Sarah Lawrence in 1995, and immediately after graduation began working as an assistant to Karl Templer, Kim Meehan, Marietta Ciriello, Basia Zamorska, and Jacki Roach. In 1999, Gaby started working as a stylist; her clients included Lauryn Hill, American Express, Chase, L'Oréal, Avon, and more. In 2005, after Gaby and her husband expanded their family, she designed the first Tucker blouse and had it sewn at a factory in Midtown Manhattan. A year later, she sold the first order of blouses to Barneys New York, and incorporated her brand, Tucker by Gaby Basora. In 2008, Gaby created a line called Bayla Jane exclusively for Anthropologie, and was nominated for *Crain's* magazine's Top Entrepreneurs of 2010, and collaborated with Target as part of the Go International designer program. In 2011, Tucker collaborated with Trek Bicycles (in development for a spring 2012 launch). The Tucker team now includes seven full-time and two part-time employees, as well as interns from all over the world.

STACEY BENDET

Stacey Bendet, a New York native, studied at the University of Pennsylvania. In 2002, Stacey launched Alice + Olivia at Barneys New York, and the line was an instant success. The brand was born from Stacey's personal quest to create a flattering pair of pants, and has since grown into a full women's ready-to-wear collection, including outerwear and dresses. In fall 2004, Stacey developed Anthony + Mo, a men's cashmere-sweater

ALEXA ADAMS & FLORA GILL

Ohne Titel is a women's collection designed by Flora Gill and Alexa Adams. The two met in 1999 while attending Parsons School of Design, where they bonded over shared influences. After graduating, they designed for established labels. Alexa spent several years at Helmut Lang, while Flora held a design position at Vivienne Tam. In 2005, the two reunited to work for Karl Lagerfeld. In September 2006, Alexa and Flora founded the Ohne Titel brand, which pairs architectural shapes and soft draping with a keen attention to detail in fit and finish. Ohne Titel is intelligent design for a strong and modern woman. In 2009, Ohne Titel won the Ecco Domani Fashion Foundation Award for womenswear.

Additionally, the label was nominated for the Swiss Textiles Award. Most recently, Ohne Titel was selected as a finalist for the CFDA/Vogue Fashion Fund in 2009 and 2011.

FRED ALLARD

Born and raised in the South of France, Fred Allard has been groomed for the design world since childhood. He followed in his father's footsteps, as he attended the Ecole de la Chambre Syndicale de la Haute Couture design school in Paris and then began working at a shoe factory. He went on to take the Parisian design scene by storm, becoming chief designer at Stephanie Kélian at the age of 22. Eight years later, he accepted a post at Nine West Group working under the

collection. Stacey was nominated for Fashion Group International's Rising Star Awards in 2007. In the spring of 2008, a children's line was introduced, which currently offers everything from sweaters to jumpers for girls. In 2011, the Alice + Olivia by Stacey Bendet shoe line was launched.

EDDIE BORGO

The Eddie Borgo collection is a study in traditions; American costume jewelry, the history of rock and roll, and the heritage of New York City. Eddie Borgo brings new energy and a modern point of view to these established themes, fusing high-end and street in every piece he creates. Eddie has designed jewelry for and worked collaboratively with Marchesa, Proenza Schouler, Jason Wu, and Joseph Altuzarra, among others. In 2011, he was awarded the CFDA/Vogue Fashion Fund Tiffany & Co. Business Development Grant. Eddie Borgo debuted with spring/summer 2009. Borgo was named a runner up for the 2010 CFDA/Vogue Fashion Fund, and in 2011 was the recipient of the Swarovski Emerging Talent Award for Accessory Design.

KIP CHAPELLE & SONJA RUBIN

While they were in school together at New York's Fashion Institute of Technology, Sonja Rubin held design positions at Vivienne Westwood and C'est Une Robe and Kip Chapelle gained experience working for

Calvin Klein and Giorgio Armani. In 1996, they founded Rubin & Chapelle. Due to the popularity of their sleek silhouettes, they opened a boutique and showroom in the Meatpacking District just five years later. In addition to designing for Rubin & Chapelle, they also freelance-designed for Barneys New York and Saks Fifth Avenue's private label until 2001. In 2007, Kip and Sonja founded, and serve as design directors for, a women's and men's premium denim line, 192 Doves, which is also based in New York.

CHRISTIAN COTA

Christian Cota is a Mexican designer who studied painting in Paris before beginning his formal training in fashion design. While enrolled at Parsons, Christian worked as an intern for Peter Som, Pierrot, and Angel Sanchez, where he remained as design assistant for two years after graduation. In 2007, Christian left to start his namesake collection—and today still remains actively involved in all aspects of the business, including design, production, sales, and public relations. In 2009, he received Fashion Group International's Rising Star Award, and in 2010 was selected as a CFDA/Vogue Fashion Fund Finalist. Christian Cota attributes his passion for design to his first muses, his mother and his late grandmother. "Their manner of dress and their poise is an education in elegance; they define the word."

LUIS FERNANDEZ

After graduating from Cornell University with a degree in architecture, Luis began his career at Kohn Pedersen Fox Associates, and Jeffrey Hutchison+Associates, where he worked on numerous exterior and interior design projects, including Barneys New York in Las Vegas and San Francisco, and the shop-in-shops for Nautica. In January 2005, Luis began the latest chapter of his life when he cofounded Number:Lab, where he is the copresident and designer/creative director of the brand. He developed, launched, and operates a fashion brand that caters to the mid/high-end men's sportswear and essentials market.

TESS GIBERSON

Tess Giberson studied apparel design at Rhode Island School of Design. Upon graduation, Tess worked as a sweater designer for Calvin Klein Men's collection from 1996 to 1998. Over the following three years, Tess worked as a freelance designer for Women's Knits and Sweaters at Old Navy and in Fashion Show Production at KCD, before starting Tess Giberson in 2001. In 2005, Tess was named design director for TSE Cashmere, where she was head designer for the women's collection, oversaw direction of the men's and Tseyay collections, was responsible for design, direction, and execution of four main collections per year, and initiated the launch of an accessories line for fall 2007. In 2009, Tess created Tess Giberson Design Corporation, where she serves as the founder and creative director.

ROGAN GREGORY & SCOTT HAHN

In 2001, two years after Scott Hahn and Rogan Gregory met, they partnered and launched Rogan—a collection of premium denim and apparel. The first Rogan collection paid tribute to the roots of workwear, combining American utilitarianism and soulful minimalism with unorthodox shapes and constructions. From this first collection, Rogan has evolved into an internationally distributed brand that continues to fuse the traditional, experimental, rural, and urban with clothing, architecture, and art. In 2004, Rogan and Scott established Loomstate, a casual-clothing brand with sustainable-development goals, focused on cultivation and use of environmentally sensitive materials, primarily made of 100 percent organic cotton. From 2005 to 2007, Scott and Rogan were the strategic and creative force behind Edun, a fashion line launched with Ali Hewson and Bono to promote trade (not aid) and sustainable employment to sub-Saharan Africa. In the spring of 2005, Rogan debuted A Lil' Betr, a premium line of tailored suiting made exclusively by hand in Japan. In 2006, Scott and Rogan launched a home and furniture collection, and a year later Loomstate and Barneys New York partnered to launch the store's first exclusive eco-friendly label, Loomstate for Barneys Green. Subsequently, Rogan and Loomstate have collaborated with Target on two separate collections.



FLORA GILL,
ALEXA ADAMS,
DANA LORENZ

JOY GRYSO

Joy Gryson graduated from Fashion Institute of Technology, where she studied marketing and merchandise management. After graduating in 1995, Joy held positions at Liz Claiborne, where she was the accessories design assistant, Coach as the design/development assistant, Calvin Klein as the director of design/development/merchandising, and Marc Jacobs as the director of accessories design/development. After leaving Marc Jacobs, Joy and Peter Gryson created their own design consultancy firm, TriBeCa Design, Ltd., while designing in-house brands—Gryson, Olivia Harris by Joy Gryson, and Capsule. In addition to their own brands, they hold the license for Nanette Lepore handbags, and serve as design consultants for Ann Taylor Loft, Tory Burch, Rebecca Taylor, L.A.M.B., and Zac Posen.

PRABAL GURUNG

After graduating from Parsons, Prabal spent two years with Cynthia Rowley's design team, which allowed him to gain invaluable experience in both design and business. Soon after, he became design director at Bill Blass. After five successful years, Prabal left his post at Blass to launch his own collection, which debuted during New York Fashion Week in February 2009. In 2010, he was the recipient of the Ecco Domani Fashion Award and a runner up for 2010 CFDA/Vogue Fashion Fund. In 2011, Prabal was the recipient of the Swarovski Emerging Talent Award for Womenswear Design. Additionally, Prabal was chosen as one of the twelve designers to participate in the {Fashion Incubator} program.

MARA HOFFMAN

Mara Hoffman studied fashion design at Parsons School of Design in New York City and was the Golden Thimble recipient for costume design. During her time at Parsons she spent a year studying apparel design at Parsons's Paris campus, and during the summer of 1998 studied at Central Saint Martins in London, England. In addition, she worked as an intern at Elisa Jimenez (in New York) and Xuly Bet (in Paris, France), all before she graduated in 1999. Mara launched Mara Hoffman in 2000, and her collection has evolved from hand-dyed couture pieces to her current collections, which concentrate heavily on original silk prints. Her line encompasses everything from light summer maxi dresses to cashmere coats. Mara pulls her inspiration from nature, world travel, and fantasy. In 2008, Mara launched Mara Hoffman Swim, a contemporary women's swimwear collection featuring signature prints, cover-ups, and accessories.

JEN KAO

Born in Los Angeles, raised in Kansas City, Kansas, and now based in New York, Jen Kao received a Bachelor of Fine Arts degree in studio art at NYU, followed by a post-graduate degree from Parsons the New School for Design. Jen then went to work for several reputable designers such as Jill Stuart, Southpaw, and Twinkle by Wenlan before launching her own label in 2006. In addition to her formal education and training, her family has inspired Jen and informs her collection. From her grandmother, who was born and raised in Taiwan under Japanese influence,

Jen learned the traditional crafts, artistry, and folklore of Japanese culture, as well as an intense love for details and precision. After five seasons of showing at MAC & Milk Studios, Jen debuted her fall/winter 2011 runway collection at Lincoln Center in February 2011.

SHAUN KEARNEY

Shaun Kearney was born in the United Kingdom and graduated from Central Saint Martins in London in 1992. In 1996, Shaun received an honorary doctorate from the University of Northumbria, won the Gifu World Federation Fashion Contest in Japan, and was named the menswear designer for Nautica International. In 1997, he worked as design consultant for the Women's Signature Collection at Donna Karan New York. A year later, Shaun was appointed design director at Max Mara, a position he held for two years. In 2000, he accepted the role of creative director for Randolph Duke and stayed with the company until 2003, when he was named vice president of Kenneth Cole New York Cream Label and creative director for all divisions at Bernard Chaus, Inc. Shaun was named executive vice president of design/creative director of Cynthia Steffe in 2008. Catering to the youth market since the beginning, the brand has a look that is fresh, polished, and luxurious. Shaun is expanding the brand's original clientele of mid-teens and twenties to thirty-something consumers.

ANDREA LIEBERMAN

Born and raised in New York City, Andrea Lieberman is a preeminent fashion stylist and designer. After graduating from Parsons School of Design with a degree in fashion, Andrea worked with Giorgio di Sant'Angelo and Romeo Gigli. After several years of world travel, including a two-year stay in Africa, Andrea returned to New York to open her retail store, Culture and Reality. Since then, she has worked widely in and throughout the fashion industry, and has been involved with videos, photo shoots, tours, and concerts. Her experience led her to launch her namesake label, A.L.C., more than three years ago. The collection is comprised of daring silhouettes, chic modular separates, and perfectly engineered basics. The pieces bring a new perspective to the needs of a modern wardrobe while improving upon the canon of essentials.

DANA LORENZ

After obtaining degrees in painting from the University of Iowa and the School of the Art Institute of Chicago, Dana entered the fashion industry, working for Gucci and Donna Karan. Dana started out creating necklaces for herself and friends, layering strands of pearls and Swarovski crystals with spikes and chains. Her designs first caught the eye of Alexandre Plokhov, who asked her to design a line of accessories for his menswear show in 2005. When her label Fenton was already under way for two booming years, Dana founded Fallon in 2007; it was a younger, bolder, and more price-conscious collection, established by popular demand from her retailers—Barneys,



CHRISTIAN COTA AND
LUIS FERNANDEZ

MARA
HOFFMAN
AND
CHARLOTTE
RONSON



FROM LEFT: STEVEN KOLB, STAN HERMAN, PRABAL GURUNG, DIANE VON FURSTENBERG, OLIVIER THEYSKENS

Harvey Nichols, and Ikram, among others. In 2010, Dana was nominated for the CFDA Swarovski Accessory Designer of the Year Award, and in 2011 Dana was announced as a Finalist for the CFDA/*Vogue* Fashion Fund.

MELISSA JOY MANNING

Melissa Joy Manning's jewelry is handmade in her Oakland, California, studio. Using gold, silver, semiprecious and precious stones, and found objects, she blends traditional and modern jewelry by utilizing unconventional materials to create neoteric pieces. After studying art history at the University of California, San Diego; traditional Mexican silversmithing at the Institute Allende in San Miguel de Allende, Mexico; art history and design principle at the University of Barcelona in Spain; and jewelry design and sculpture at San Francisco State University, Melissa launched her self-funded company in 1996. Fifteen years later, she still strategizes, implements, and manages the brand development, all while remaining the sole designer. In 2005, Melissa Joy Manning incorporated, and in 2008 the production facility was officially Green Certified by the County of Alameda, in California. Additionally, in 2008, Melissa opened her New York showroom. In 2010, the first Melissa Joy Manning store opened in Berkeley, California. Retail and production departments are based out of Berkeley, while sales, marketing, and design all take place in Manhattan.

DERRICK MILLER

Derrick Miller has been impacted and influenced by style since he was a child in Minnesota. His father was an artist by day, and was obsessed with custom English shoes and clothing. Years later, Derrick attended the Parsons School of Design in Paris, and while studying fashion marketing he fell in love with photography. Through photography, he further developed his eye for style and detail, which led him to photo editor positions at *GQ* and *Nylon*. Derrick soon became aware that he was more inspired by the shapes, construction, and possibilities of the clothes than by any of the images he was working with, and got a job at Ralph Lauren, where he worked in Neckwear Design for Purple Label and Polo and Conceptual Design. While at Ralph Lauren he was approached by Barker Shoes from Northampton, England, to help launch its brand in the American market. In 2005, Derrick founded Barker Black, a luxury lifestyle brand featuring shoes, ties, pocket squares, braces, and scarves. He has expanded his original collection to include sneakers, slippers, and small leather goods.

CLAUDE MORAIS & BRIAN WOLK

Brian Wolk and Claude Morais are the designers behind Ruffian, the critically acclaimed New York label that started in 2002. The designers received the Fashion Group International's Rising Star Award in 2006, and have been featured in many editorials.

Their definition of style is a juxtaposition of the improvised and the studied. This accounts for their sources of inspiration—cinema repertoire, European court culture, and American iconography. Brian's dual training in fashion design and costume design gives him a unique perspective. Brian is a graduate of the Fashion Institute of Technology and of Purchase College, where he studied costume design and graduated summa cum laude in 1998. Claude's extensive world travel as a model, then as a stylist, has enabled him to create a sophisticated visual and cultural vocabulary essential to his design process. His studies in the fine arts, specifically painting, allow him to explore color on a personal and tactile level. Claude attended College Edouard Monpetit in Montreal, Canada, from which he graduated in 1990.

BLAKE MYCOSKIE

Blake Mycoskie is the founder and chief shoe giver of Toms, which he began in 2006. Blake always had an entrepreneurial spirit, starting five businesses before Toms. His first was a successful national campus-laundry service, which he later sold. Between business ventures, Blake competed on *The Amazing Race* with his sister, where they traveled the world and came within minutes of winning the \$1 million grand prize. The unique vision for Toms came into focus when he witnessed the hardships facing children growing up barefoot in Argentina. He felt he needed to help, and the One for One movement was born. In the five years since Blake created Toms, the One for One charity has donated more than 600,000 pairs of shoes to those in need. In 2007, Blake was honored with the People's Design Award from the Cooper-Hewitt, National Design Museum, Smithsonian Institution. In 2009, Blake was the proud recipient of the Secretary of State's 2009 Award for Corporate Excellence, presented by Secretary of State Hillary Rodham Clinton. In June 2011, Toms launched a new product under the One for One model: sunglasses.

GREGORY PARKINSON

British-born Gregory Parkinson graduated with a Bachelor of Arts in fashion and textile design from Newcastle University in 1987. After graduation he worked at the Collection, Textiles, and Design Concept Studio in London from 1987 to 1989, where he developed all original embroidery and embellishment techniques, created artwork for prints, and sold textile and design concepts to all levels of the market. In 1989, Gregory moved to Los Angeles, where he worked as a designer at Gene Ewing Bis. In 1994, he became the co-owner and designer of Gregory Parkinson Boutique and, a year later, the owner and designer of the Gregory Parkinson brand. He has created and maintained a women's designer ready-to-wear collection, which sells to high-end specialty stores and boutiques in domestic and international markets. In 2010, Gregory was selected as a CFDA/*Vogue* Fashion Fund Finalist.

PATTY PERREIRA

Patty Perreira worked for Oliver Peoples for 20 years, was responsible for the development of the Mosley Tribes brand, worked closely with Sir Paul Smith to bring his view to a collection of eyewear, and was the director of sales, with marketing duties. In addition, she designed frames for Prada, Miu Miu, Jil Sander, and Vera Wang for introduction into the eyewear marketplace. In early 2007, Patty became the president and cofounder of Barton Perreira, an eyewear brand launched independently of an association with a clothing line. During the past four years, Patty successfully premiered her collection at Saks Fifth Avenue, Barneys, Neiman Marcus, and Bergdorf Goodman. There are currently 109 styles, 540 SKUs associated with the brand, and the first retail store opened in Aspen in June 2011. Additionally, Barton Perreira designed successful collaborations for Chloë Sevigny for Opening Ceremony and Barneys New York/Albert Maysles.

CHARLOTTE RONSON

Charlotte Ronson launched her first collection, C. Ronson, in 2000. In May 2002, she opened a flagship boutique in New York City's Nolita neighborhood. Charlotte debuted her fall/winter 2006 collection in February 2006 during New York Fashion Week and, that same year, Sanei opened fourteen Charlotte Ronson branded stores throughout Japan. In spring 2008, Charlotte signed a deal with Urban Outfitters to create Play by C. Ronson. In June 2008, she signed a long-term deal to design the I Heart Ronson collection, for sale in 700 JCPenney stores, catalogs, and online. Later that year, Charlotte debuted her spring/summer 2009 collection at the Tents at Bryant Park. Within the past year, Charlotte has opened two stores in Shanghai, had a runway show on the Bund in that city, opened a store in Hong Kong, and, in May 2011, launched a collection in partnership with Uniqlo's Designers Invitation Project, selling in stores worldwide.

IPPOLITA ROSTAGNO

The daughter of an American artist and an Italian intellectual, Ippolita spent her childhood immersed in Renaissance art and architecture in the hills of Tuscany. She earned a degree in sculpture from Istituto d'Arte in Florence before she moved to the United States at the age of eighteen. Ippolita studied at Occidental College in California and then moved to New York with plans for a career in modern dance. While she was raising a young child, she used her characteristic resourcefulness to find an outlet for her artistic ambitions and launched a career from home; Ippolita returned to her love of art and sculpture and started designing jewelry. Several years of experimentation led to her namesake, now signature 18K-gold collection, inspired and influenced by her passion for shape and form. Before she launched her collection at

Bergdorf Goodman in 1999, Ippolita spent several months developing an exclusive gold, whose glowing hue is especially flattering. More recently, Ippolita has created two celebrated collections in sterling silver—Ippolita 925 and Ippolita Rosé, a "pink" silver made of sterling, cast with 18K gold, then plated with 18K rose gold. All pieces in the Ippolita collection are made by hand and every gemstone is hand-cut.

OLIVIER THEYSKENS

Olivier Theyskens was born in Brussels in 1977. In October 1995, at the age of eighteen, he entered the design section of the École Nationale Supérieure des Arts Visuels de la Cambre. Less than two years later, he abandoned his studies to launch his first collection. In 2002, he was named creative director of Rochas, and in 2003, Olivier presented his first collection, to critical acclaim. Within months, he had created an entirely new silhouette for the house, which was French-influenced and elegant. In 2005, Olivier was honored by Fashion Group International, and in 2006 received the International Award from CFDA. In October

2006, Olivier was appointed artistic director at Nina Ricci, a position he held for three years. In June 2010, Olivier was brought on board by Andrew Rosen to design Theyskens's Theory, and in October 2010 was named artistic director of Theory.

TRISH WESCOAT POUND

A graduate of the University of Kansas, Trish spent several years running successful brands in the fashion industry before venturing on to her own. As president of women's for Theory for over six years, she oversaw the brand's exponential growth and evolution as an essential luxury collection. Trish also served as president of the Michael Kors women's collection and as CMO of contemporary brands at Liz Claiborne. As president and creative director of Laundry by Design, she executed the conception and relaunch of that brand. In 2008, Trish created Haute Hippie and took her design cues from the original free-spirited devotees of the hippie movement and the nomadic lifestyle they engendered. Haute Hippie is designed by, and made for, the woman who is comfortable in her own skin and free from the need to conform to trends.

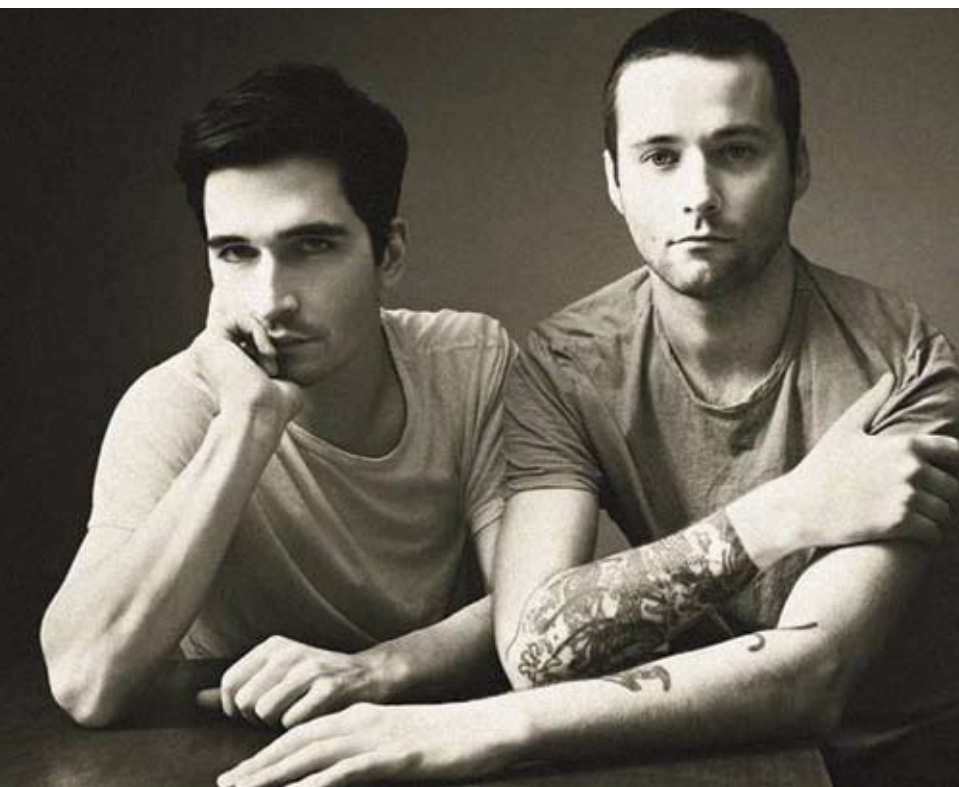


BRIAN WOLK AND CLAUDE MORAIS

MIHO AOKI AND THUY PHAM

NEW BOARD MEMBERS

10.26 Having been nominated and ratified by the Board in July, Lazaro Hernandez, Marc Jacobs, and Jack McCollough were elected to the Board of Directors by the CFDA Members at the Biannual Membership Meeting.



LAZARO HERNANDEZ & JACK MCCOLLOUGH

Lazaro Hernandez and Jack McCollough met in 1998, while they were both studying fashion at Parsons School of Design. For three years the two designed independently and successfully. While in school, Jack took an internship with Marc Jacobs, eventually working directly with the designer himself. He was the recipient of a CFDA Scholarship Award, as well as a Parsons Silver Thimble—awarded by a designer to the student of his or her choice. At about this same time, Lazaro passed a note to *Vogue* editor in chief Anna Wintour while they were on the same Miami–New York flight. As a result of this chance meeting, he received a call from Michael Kors to schedule an interview. He began an internship there and developed a close working relationship with the designer. For his junior-year collection, Lazaro also received a prestigious Parsons Silver Thimble. In their senior year at Parsons, Jack and Lazaro designed their first collection as a team. This collection received the

Golden Thimble Award, and they were selected as Designers of the Year by an esteemed group of industry experts. Their entire collection was bought by Barneys New York and, at the age of 23, Jack and Lazaro officially launched Proenza Schouler, named after their mothers' maiden names. The spring/summer 2003 collection brought similar acclaim and was named by both *Women's Wear Daily* and *Style.com* as one of the season's Top 10 Collections. In addition, Jack and Lazaro received the 2003 CFDA/Swarovski Perry Ellis Award for Ready-to-Wear in June, and won the inaugural CFDA/*Vogue* Fashion Fund award in November. In 2006, 2007, 2008, and 2011, the CFDA nominated Jack and Lazaro for the Womenswear Designer of the Year award, which they won in 2007 and 2011. In 2008, Proenza Schouler expanded its line and launched its first handbag, the PS1. In 2009, the CFDA awarded Jack and Lazaro the Accessory Designer of the Year award, which they were again nominated for in 2011.



MARC JACOBS

After graduating from the High School of Art and Design in 1981, Marc entered Parsons School of Design. While he was a student, Jacobs was the recipient of some of the school's highest honors, including Design Student of the Year. In 1986, Jacobs designed his first collection under the Marc Jacobs label. The following year, he received the distinct honor of being the youngest designer to be awarded the fashion industry's highest tribute for an emerging designer: The CFDA Perry Ellis Award for New Fashion Talent. In 1989, Jacobs and business partner Robert Duffy joined Perry Ellis as vice president of women's design and president, respectively. In 1992, the CFDA bestowed Jacobs with the Women's Designer of the Year award for his fabled Grunge Collection. In the fall of 1993, Jacobs Duffy Designs Inc. launched its own licensing and design company, Marc Jacobs International. Jacobs and Duffy joined Louis Vuitton in 1997, Jacobs as artistic director and Duffy as studio director. Jacobs introduced a secondary line, Marc by Marc Jacobs, with a spring 2001 runway show. He has since gone on to win many CFDA awards, including Womenswear Designer of the Year, Accessory Designer of the Year, and Menswear Designer of the Year. In January 2010, Jacobs was presented the Chevalier des Arts et des Lettres (Knight of the Order of Arts and Letters) by France's minister of culture in honor of his significant contribution to the arts. In June 2011, Jacobs was presented with a Lifetime Achievement Award by the CFDA, and the company opened a European press showroom in Paris. Jacobs and Duffy are committed to giving back to the communities where they have stores, and beyond. They have been involved with over 100 charities worldwide and the ongoing support of many of these charitable projects continues to be a top priority.



DAVID RODRIGUEZ AND DEAN HARRIS



DAVID CHU AND REBECCA MOSES



FROM LEFT: MONICA BOTKIER, PHILIP CRANGI, LISA SMILOR, JESSIE RANDALL



FROM LEFT: MIMI SO, GILES MENDEL, SIMON ALCANTARA, SULLY BONNELLY



FROM LEFT: PATTY PERREIRA, CAROLE HOCHMAN, AMY CHAN, ROLAND NIVELAIS, KEANAN DUFFTY

BIANNUAL MEMBERSHIP MEETINGS

5.17+10.26 President Diane von Furstenberg hosted the Biannual Membership Meetings at her Fourteenth Street studio. The twice-a-year gatherings are an opportunity for the CFDA to share plans for upcoming initiatives and objectives for the organization, as well as for Members to interact and socialize with one another.

BYLAWS CHANGES

3.16 In a unanimous vote by the Board, the bylaws were revised to state that any Member who wishes to reactivate his or her Membership (after a two-year dormancy period) must now submit a written request and an updated bio/résumé to the Admissions Committee for consideration for reinstatement.

CURRENT MEMBERSHIP ROSTER

404 AS OF DECEMBER 31, 2011

Amsale Aberra	Monica Botkier	Jeffrey Costello	Robert Geller	Jen Kao	Adam Lippes	Rebecca Moses	James Purcell	Marcia Sherrill	Gordon Thompson III
Reem Acra	Marc Bouwer	Christian Cota	Geri Gerard	Donna Karan	Deborah Lloyd	Kate Mulleavy	Jessie Randall	Sam Shipley	Monika Tilley
Alexa Adams	Barry Bricken	Erica Courtney	Tess Giberson	Kasper	Elizabeth Locke	Laura Mulleavy	David Rees	Kari Sigerson	Zang Toi
Adolfo	Thom Browne	James Coviello	Flora Gill	Ken Kaufman	Dana Lorenz	Sandra Muller	Tracy Reese	Daniel Silver	Isabel Toledo
Waris Ahluwalia	Dana Buchman	Steven Cox	Justin Giunta	Jenni Kayne	Tina Lutz	Matt Murphy	William Reid	Howard Silver	Rafe Totengco
Steven Alan	Andrew Buckler	Keren Craig	Gary Graham	Shaun Kearney	Jenna Lyons	Blake Mycoskie	Robin Renzi	Michael Simon	John Truex
Simon Alcantara	Sophie Buhai	Philip Crangi	Nicholas Graham	Anthony Keegan	Bob Mackie	Gela Nash-Taylor	Mary Ann Restivo	George Simonton	Trina Turk
Fred Allard	Tory Burch	Sandy Dalal	Rogan Gregory	Rod Keenan	Jeff Mahshie	Josie Natori	Brian Reyes	Paul Sinclaire	Mish Tworowski
Linda Allard	Stephen Burrows	Robert Danes	Henry Grethel	Pat Kerr	Catherine Malandrino	Charlotte Neuville	Judith Ripka	Pamela Skaist-Levy	Patricia Underwood
Carolina Amato	Anthony Camargo	David Dartnell	Ulrich Grimm	Naeem Khan	Maurice Malone	Irene Neuwirth	Patrick Robinson	Michael Smaldone	Kay Unger
Ron Anderson	Kevin Carrigan	Donald Deal	Joy Gryson	Barry Kieselstein-Cord	Colette Malouf	David Neville	Loree Rodkin	Amy Smilovic	Carmen Marc Valvo
John Anthony	Liliana Casabal	Oscar de la Renta	George Gublo	Eugenia Kim	Isaac Manevitz	Rozae Nichols	David Rodriguez	Michelle Smith	Nicholas Varney
Miho Aoki	Edmundo Castillo	Louis Dell'Olio	Prabal Gurung	Adam Kimmel	Melissa Joy Manning	Lars Nilsson	Eddie Rodriguez	Maria Snyder	John Varvatos
Nak Armstrong	Salvatore Cesarani	Pamela Dennis	Scott Hahn	Calvin Klein	Robert Marc	Roland Nivelais	Narciso Rodriguez	Mimi So	Adrienne Vittadini
Brian Atwood	Richard Chai	Lyn Devon	Jeff Halmo	Michael Kors	Mary Jane Marcasiano	Vanessa Noel	Robert Rodriguez	Peter Som	Diane von Furstenberg
Lisa Axelson	Julie Chaiken	Kathryn Dianos	Tim Hamilton	Monica Rich Kosann	Lana Marks	Maggie Norris	Jackie Rogers	Kate Spade	Patricia von Musulin
Lubov Azria	Amy Chan	Keanan Duffty	Douglas Hannant	Fiona Kotur Marin	Deborah Marquit	Juan Carlos Obando	Pamella Roland	Gunnar Spaulding	Marcus Wainwright
Max Azria	Charles Chang-Lima	Randolph Duke	Cathy Hardwick	Reed Krakoff	Lisa Mayock	Ashley Olsen	Charlotte Ronson	Peter Speliopoulos	Tom Walko
Yigal Azrouël	Natalie Chanin	Stephen Dweck	Karen Harman	Michel Kramer-Metraux	Jessica McClintock	Mary-Kate Olsen	Lela Rose	Michael Spirito	Alexander Wang
Mark Badgley	Kip Chapelle	Marc Ecko	Dean Harris	Regina Kravitz	Jack McCollough	Sigrid Olsen	Kara Ross	Simon Spurr	Vera Wang
Michael Ball	Georgina Chapman	Libby Edelman	Johnson Hartig	Devi Kroell	Kimberly McDonald	Luca Orlandi	Ippolita Rostagno	Laurie Stark	Cathy Waterman
Jeffrey Banks	Ron Chereskin	Sam Edelman	Sylvia Heisel	Nikki Kule	Mary McFadden	Rick Owens	Christian Roth	Richard Stark	Heidi Weisel
Leigh Bantivoglio	Wenlan Chia	Mark Eisen	Joan Helpert	Christopher Kunz	Mark McNairy	Thakoon Panichgul	Cynthia Rowley	Cynthia Steffe	Stuart Weitzman
Jhane Barnes	Susie Cho	Melinda Eng	Stan Herman	Nicholas Kunz	David Meister	Gregory Parkinson	Rachel Roy	Shelly Steffee	Trish Wescoat Pound
John Bartlett	David Chu	Karen Erickson	Lazaro Hernandez	Blake Kuwahara	Andreas Melbostad	Marcia Patmos	Sonja Rubin	Sue Stemp	Carla Westcott
Victoria Bartlett	Eva Chun	George Esquivel	Carolina Herrera	Steven Lagos	Gilles Mendel	John Patrick	Ralph Rucci	Scott Sternberg	John Whitledge
Gaby Basora	Doo-Ri Chung	Steve Fabrikant	Tommy Hilfiger	Derek Lam	Gene Meyer	Edward Pavlick	Kelly Ryan	Robert Stock	Edward Wilkerson
Dennis Basso	Patricia Clyne	Carlos Falchi	Carole Hochman	Richard Lambertson	Carlos Miele	Monique Péan	Gloria Sachs	Steven Stolman	Brian Wolk
Michael Bastian	Peter Cohen	Pina Ferlisi	Mara Hoffman	Adrienne Landau	Stefan Miljanic	Patty Perreira	Jamie Sadock	Jay Strongwater	Gary Wolkowitz
Shane Baum	Kenneth Cole	Luis Fernandez	Christina Hutson	Liz Lange	Derrick Miller	James Perse	Selima Salaun	Jill Stuart	Jason Wu
Bradley Bayou	Liz Collins	Erin Fetherston	Swaim Hutson	Ralph Lauren	Nicole Miller	Thuy Pham	Angel Sanchez	Anna Sui	Araks Yeramyam
Vicki Beamon	Michael Colovos	Andrew Fezza	Sang A Im-Propp	Eunice Lee	Malia Mills	Robin Piccone	Behnaz Sarafpour	Koi Suwannagate	Gerard Yosca
Stacey Bendet	Nicole Colovos	Cheryl Finnegan	Alejandro Ingelmo	Judith Leiber	Rebecca Minkoff	Mary Ping	Janis Savitt	Daiki Suzuki	David Yurman
Richard Bengtsson	Sean Combs	Eileen Fisher	Marc Jacobs	Larry Leight	James Mischka	Maria Pinto	Arnold Scaasi	Albertus Swanepoel	Gabriella Zanzani
Dianne Benson	Rachel Comey	Dana Foley	Henry Jacobson	Nanette Lepore	Richard Mishaan	Jill Platner	Jordan Schlanger	Robert Tagliapietra	Italo Zucchelli
Chris Benz	Martin Cooper	Tom Ford	Eric Javits, Jr.	Michael Leva	Isaac Mizrahi	Linda Platt	Lorraine Schwartz	Elie Tahari	
Magda Berliner	Anna Corinna Sellinger	Istvan Francer	Lisa Jenks	Monique Lhuillier	Bibhu Mohapatra	Tom Platt	L'Wren Scott	Vivienne Tam	
Alexis Bittar	Maria Cornejo	Isaac Franco	Betsey Johnson	Andrea Lieberman	Claude Morais	Alexandre Plokhov	Ricky Serbin	Rebecca Taylor	
Kenneth Bonavita	Esteban Cortazar	R. Scott French	Alexander Julian	Phillip Lim	Paul Morelli	Laura Poretzky	Christopher Serluco	Yeohlee Teng	
Sully Bonnelly	Francisco Costa	James Galanos	Gemma Kahng	Johan Lindeberg	Robert Lee Morris	Zac Posen	Ronaldus Shamask	Sophie Theallet	
Eddie Borgo	Victor Costa	Nancy Geist	Norma Kamali	Marcella Lindeberg	Miranda Morrison	Lilly Pulitzer	George Sharp	Olivier Theyskens	

BUSINESS SERVICES NETWORK CONTINUES TO EXPAND

> Now in its sixth year, the Business Services Network (BSN) continues to expand and is a valuable service for CFDA Members and a substantial source of revenue for the CFDA. The BSN is a diverse community of businesses that work with the CFDA to create opportunities for business development and growth for Members across myriad platforms while supporting the shared vision and mission of the CFDA. The BSN includes strategic Corporate Affiliates and Partnership Perks Associates.

2011 CORPORATE AFFILIATES:

ANDAZ HOTEL
CIRCA
CURVE EXPO
DESIGNERS & AGENTS
EBAY
GILT GROUPE
HAND, BALDACHIN & AMBURGEY, LLP
KAREN HARVEY CONSULTING GROUP

LEXUS

LUXOTTICA
MELISSA PLASTIC DREAMS
MIRIAM HASKELL
SWAROVSKI
W HOTELS WORLDWIDE
PRINTEMPS
SAMSUNG FASHION & DESIGN FUND

BSN PARTNERS: PARTNERSHIP PERKS 2011

ARCHITECTURAL SYSTEMS, INC.
ASSOULINE
ATO Z COURIERS, INC.
BELLE FLEUR
BRENTWOOD ROYAL CLEANERS
COLUMBIA OMNICORP
FASHION GPS
FEDERAL EXPRESS
FIRST CORPORATE SEDANS

GARDE ROBE ONLINE

IN THE KNOW EXPERIENCES
JOOR
MEURICE GARMENT CARE
MUSIC EXPRESS CAR SERVICE
MY FASHION DATABASE
OPENHOUSE GALLERY
RETAIL SPACE PARTNERS
SPROUT CREATIVE



FROM LEFT: SIMON COLLINS, LISA SMILOR, ZANNA ROBERTS ROSSI, JOHN BARTLETT, MARCIA PATMOS, JOHNSON HARTIG, JULIE GILHART, ADRIAN SI, STEVEN KOLB

CFDA/LEXUS HYBRID LIVING ECO CHALLENGE

9.12 The winners of the Second Annual CFDA/Lexus Eco-Fashion Challenge announcement was made at Milk Studios during New York Fashion Week. The contest required that a minimum of 25 percent of the collection be produced in an environmentally conscious manner. The 2011 winners were **John Bartlett, Johnson Hartig,** and **Marica Patmos**, who each received \$25,000 to be used toward the production of their fall/winter 2012 collections.

FEDEX SEMINAR

5.5 FedEx offered a series of seminars on international shipping and how to effectively address customs challenges. Attendees received an overview of international logistics, including import and export issues relating to doing business in Asia and Europe.

FASHION LAW CLINICS

10.28+11.18 The Fashion Law Institute at Fordham University hosted a series of legal clinics exclusively for CFDA Members. Members were able to schedule meetings with volunteer attorneys who were assisted by an advanced fashion-law student.

SPECIALTY STORE

11.2 CFDA Members were treated to a lively discussion about what makes the specialty store environment a critical sales channel for designers. The event, the second in a series of seminars sponsored by Joor, featured a panel of experts with experience on both the brand and boutique sides of the issue.



DESIGNERS & AGENTS SHOWCASE

Spring/Fall: Each season, Designers & Agents (D&A) showcases two CFDA Members at its trade shows in New York and Los Angeles, and has now expanded to Paris. CFDA participants in 2011 included: **Dana Lorenz, Melissa Joy Manning, Doo-Ri Chung, Victoria Bartlett, Rachel Comey, Rebecca Taylor, and Selima Salaun.**



FROM LEFT: CHRISTINE PARK, ASI CYMBAL, DAVE RAYNER, BRAD MURO, JOHN MULLIKEN, EMMA REEVES

LOCATION RETAIL PANEL

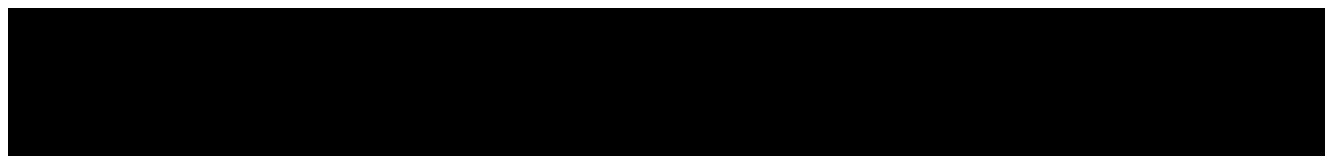
1.26 "Location, Location, Location," presented by Retail Space Partners, featured five highly esteemed speakers: Christine Park of Rogan/Loomstate; Asi Cymbal of Cymbal Development; Dave Rayner of Ulta Inc.; Brad Muro of Danziger, Danziger & Muro, LLP and John Mulliken of Louis Vuitton North America. The conversation covered the basics of looking for and negotiating retail space.



FROM LEFT: NATALIE SUAREZ, URI MINKOFF, STEVEN KOLB, JANE ALDRIDGE, YEHLEE TENG, AIMEE SONG, MONICA BOTKIER

LUXOTTICA CHALLENGE

9.27 Luxottica hosted the CFDA/Vogue Eyewear Capsule Collection launch party at Sunglass Hut, unveiling the second collection designed by CFDA Members, which this year featured **Monica Botkier, Rebecca Minkoff, and Yeohlee Teng**. The challenge featured inspiration from three different cities—New York, Los Angeles, and Miami. During the creative process, each designer was teamed up with a blogger to follow his or her adventures and create excitement online before the launch.



JOOR HOSTS FASHION INTERACTIVE

5.10 Joor hosted Fashion Interactive at Soho House. Six cross-media industry leaders offered their top-ten best practices for success across social-media platforms. Speakers included Jyoti Singhi of Cartier; Shenan Reed of Morpheus Media; Bernandine Wu of FIT for Commerce; Mickey Alam Khan of Mobile Markey Daily; Dr. Sharon Novak a specialist on e-commerce supply chain; and Tony King of Create the Group.



FROM LEFT: CAMERON SILVER, JANIE BRYANT, CANDY PRATTS PRICE

MIRIAM HASKELL PANEL DISCUSSION

5.11 Miriam Haskell brought together a team of panelists at the Crosby Hotel to discuss the history of costume jewelry and tips on how to enter and thrive in the booming market. Participants included Candy Pratts Price, Gabrielle Fialkoff, Janie Bryant, and Cameron Silver.

CUSTOMS AND BUSINESS SEMINAR

11.14 The U.S. Department of Commerce, the office of U.S. Senator Kirsten Gillibrand, and the CFDA hosted a seminar to discuss common challenges facing designers related to customs and international business. The seminar was held at the W Union Square.



AMANDA BARLOW



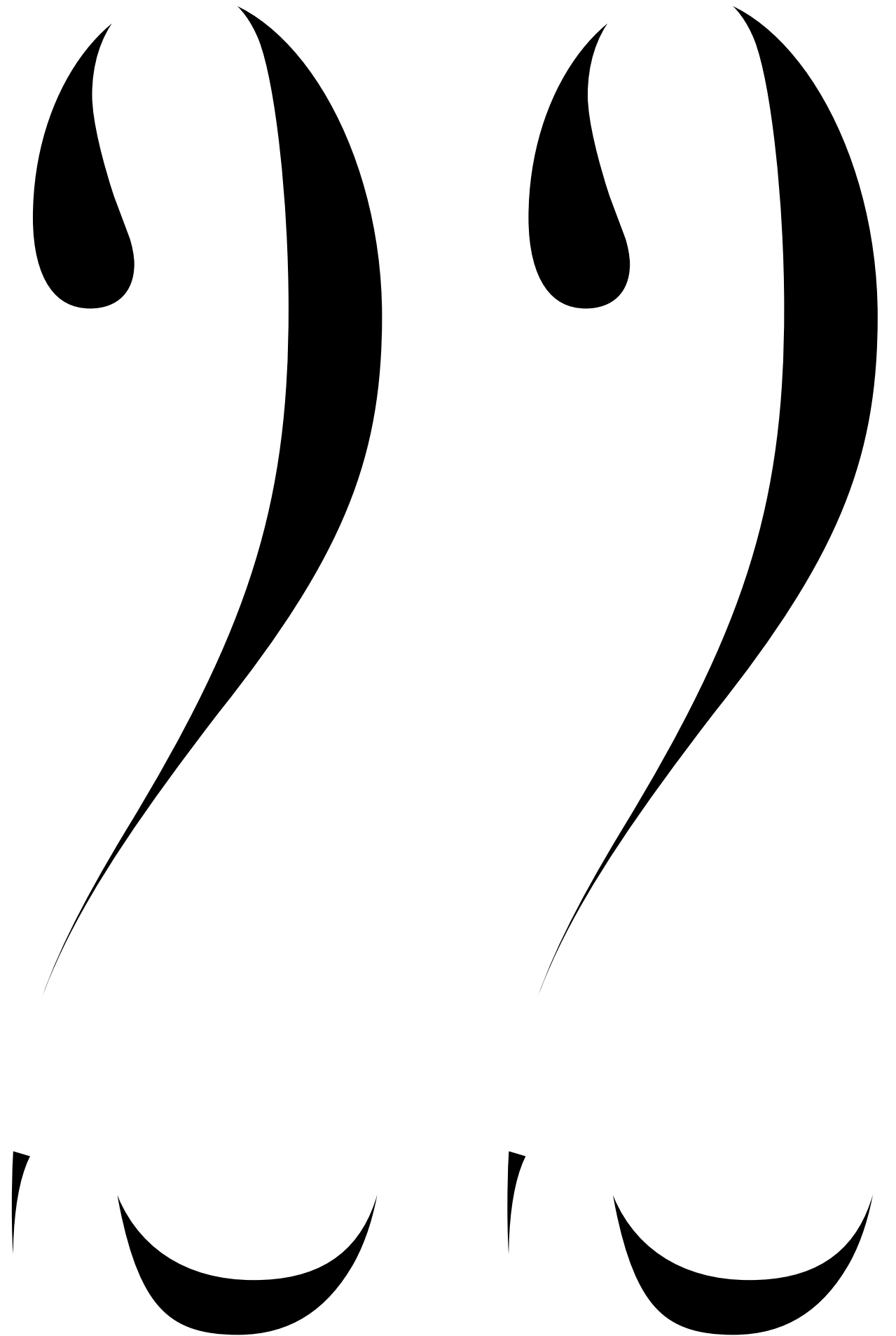
FROM LEFT: ROBIN ZENDELL, CHARLES GEPP, MICHELE LEVY

DINNER FOR CORPORATE PARTNERS

12.13 CFDA hosted an intimate dinner for the Business Services Network Corporate Affiliates at Whitehall Bar + Kitchen in New York City.

EDUCATION & PROFESSIONAL DEVELOPMENT

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 EARLY STAGES OF THEIR CAREERS. THE GOAL OF THE CFDA'S EDUCATIONAL INITIATIVES IS TO EASE THE TRANSITION FROM STUDENT TO PROFESSIONAL DESIGNER, AND TO PROVIDE RESOURCES AND SUPPORT TO EMERGING DESIGNERS TO HELP THEM GROW AND SUSTAIN THEIR BUSINESSES.



CFDA SCHOLARSHIP PROGRAM

> In 1986, an endowed scholarship was established at Parsons School of Design in memory of CFDA Member and past President (1984–1986) **Perry Ellis**. In 1996, the CFDA Scholarship Program was created to award annual merit-based scholarship grants to students in their junior year of study in a four-year, full-time college-level fashion-design program. In 2005, CFDA Member **Joseph Abboud** made a personal commitment to underwrite the CFDA Scholarship Program. The Clara Hancox Scholarship Fund was established in 2007 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 selects one aspiring menswear design student from among the applicants within its existing Scholarship Program to receive the Clara Hancox Scholarship Award. The CFDA Scholarship Program is highly competitive, and entrants represent the best from the country's top design colleges and universities. Since the program's inception, 175 scholarships totaling \$955,000 have been awarded. There are three supplemental design competitions within the CFDA Scholarship Program, which identify the most exemplary and innovative womenswear design students, based on specific guidelines. Each one is invitation-only and is very competitive.



KIERAN BAKER



CASEY EVANGELISTA



NOLAN BELLAVANCE



VISHAKA SACHI HENRIETTA



LANIA GONZALEZ



RAN BI



CHRIS LI

CFDA SCHOLARSHIP COMMITTEE

- RON ANDERSON
- JOHN ANTHONY
- JEFF HALMOS
- MIRANDA MORRISON
- DAVID REES
- SAM SHIPLEY
- LISA SMILOR
- ITALO ZUCHELLI

> The CFDA Scholarship Committee reviewed 87 portfolios, which were submitted by the participating schools. Students presented their concepts for womenswear, menswear, childrenswear, 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 in 2011. Scholarships are to be used toward the students' senior year of study.

\$10,000 AWARD WINNERS

- KIERAN BAKER**
FASHION INSTITUTE OF TECHNOLOGY
- RAN BI**
ACADEMY OF ART UNIVERSITY
- CASEY EVANGELISTA***
ACADEMY OF ART UNIVERSITY

*Based on outstanding design talent and portfolio submission, the CFDA Scholarship Committee was happy to present Casey Evangelista with the Clara Hancox Scholarship Award for Menswear.

\$5,000 AWARD WINNERS

- NOLAN BELLAVANCE**
PARSONS THE NEW SCHOOL FOR DESIGN
- LANIA GONZALEZ**
FASHION INSTITUTE OF TECHNOLOGY
- VISHAKA SACHI HENRIETTA**
CALIFORNIA COLLEGE OF THE ARTS
- CHRIS LI**
ACADEMY OF ART UNIVERSITY

IN ADDITION TO PRESENTING SCHOLARSHIP AWARDS, THE SCHOLARSHIP COMMITTEE ALSO RECOGNIZED TWO STUDENTS.

HONORABLE MENTIONS

- NEHA BHATIA**
PARSONS THE NEW SCHOOL FOR DESIGN
- MICHAEL WALLS**
SCHOOL OF THE ART INSTITUTE OF CHICAGO

THE FOLLOWING SCHOOLS WERE INVITED TO PARTICIPATE IN THE CFDA SCHOLARSHIP PROGRAM IN 2011:

- ACADEMY OF ART UNIVERSITY
SAN FRANCISCO, CA
- CALIFORNIA COLLEGE OF THE ARTS
SAN FRANCISCO, CA
- COLUMBIA COLLEGE OF CHICAGO
CHICAGO, IL
- COLUMBUS COLLEGE OF ART AND DESIGN
COLUMBUS, OH
- DREXEL UNIVERSITY
PHILADELPHIA, PA
- FASHION INSTITUTE OF TECHNOLOGY
NEW YORK, NY
- KENT STATE UNIVERSITY
KENT, OH, AND NEW YORK, NY
- MASSACHUSETTS COLLEGE OF ART AND DESIGN
BOSTON, MA

- MIAMI INTERNATIONAL UNIVERSITY OF ART AND DESIGN
MIAMI, FL
- OTIS COLLEGE OF ART AND DESIGN
LOS ANGELES, CA
- PARSONS THE NEW SCHOOL FOR DESIGN
NEW YORK, NY
- PHILADELPHIA UNIVERSITY
PHILADELPHIA, PA
- PRATT INSTITUTE
NEW YORK, NY
- RHODE ISLAND SCHOOL OF DESIGN
PROVIDENCE, RI
- SAVANNAH COLLEGE OF ART AND DESIGN
SAVANNAH, GA, AND ATLANTA, GA
- THE SCHOOL OF THE ART INSTITUTE OF CHICAGO
CHICAGO, IL
- SYRACUSE UNIVERSITY
SYRACUSE, NY
- UNIVERSITY OF CINCINNATI
CINCINNATI, OH

THE GEOFFREY BEENE DESIGN SCHOLARSHIP



ALL IMAGES:
LAUREN SEHNER

> In 2007, a generous \$2,500,000 endowment from the Geoffrey Beene Foundation allowed the CFDA to expand its core scholarship program and establish the prestigious **Geoffrey Beene Design Scholarship**, which brings the work of the legendary American fashion designer into the classrooms at 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 2011 winner was announced at the CFDA Fashion Awards in June.

GEOFFREY BEENE DESIGN SCHOLARSHIP WINNER

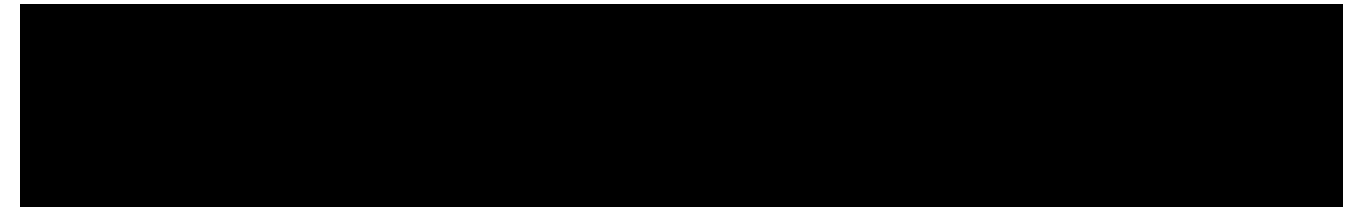
LAUREN SEHNER
FASHION INSTITUTE OF TECHNOLOGY

HONORABLE MENTION

YINGSHI JUNE LIN
PARSONS THE NEW SCHOOL FOR DESIGN

GEOFFREY BEENE COMMITTEE

JEFFREY COSTELLO
LYN DEVON
KIM HASTREITER
RUSSELL NARDOZZA
LISA SMILOR
ANNA SUI
ROBERT TAGLIAPIETRA



ALL IMAGES:
YEJUN LU

THE LIZ CLAIBORNE DESIGN SCHOLARSHIP

> In 2009, CFDA and Art Ortenberg—Liz Claiborne's husband and business partner—established the Liz Claiborne Design Scholarship Award, a supplemental, special award within the CFDA's existing Scholarship Program.

This important design-award program recognizes the important contribution that Liz Claiborne made to the fashion industry, and brings her innovative design aesthetic into the classrooms at the country's leading design colleges and universities. A teaching curriculum specifically designed for this program challenges students to translate and reinterpret Claiborne's concept of 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 lifestyle 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 prestigious panel of industry experts. The award must be used toward the student's senior-year tuition and/or educational expenses. The 2011 winner was announced at the annual CFDA Fashion Awards in June.

LIZ CLAIBORNE DESIGN SCHOLARSHIP WINNER

YEJUN LU
PARSONS
THE NEW SCHOOL
FOR DESIGN

HONORABLE MENTION

SYDNEY HALELA
FASHION INSTITUTE
OF TECHNOLOGY

LIZ CLAIBORNE COMMITTEE

VICTORIA BARTLETT
DANA BUCHMAN
SOPHIE BUHAI
NORMA KAMALI
VAN LUPU
LISA MAYOCK
ANDREW ROSEN
LISA SMILOR
KAY UNGER



CFDA/TEEN VOGUE SCHOLARSHIP, IN PARTNERSHIP WITH TARGET

> In 2011, the CFDA/Teen Vogue Scholarship Program, which had previously been a nationwide scholarship competition for high school students, was repositioned as an exclusive opportunity for full-time sophomore fashion-design students who attend one of the CFDA's participating schools. All awards are based on merit, and monies will be used towards the students' tuition and/or educational expenses.

Target makes a significant donation annually to help endow this program. To recognize Target's unwavering dedication to support emerging design talent, the top winner is awarded \$25,000 and named the **Target Fashion Scholar**. In addition, Target arranges for supplemental learning opportunities on the Target Fashion Scholar's behalf—including a trip to its headquarters in Minneapolis to work with the Target design team. The winner attends, and is announced at, the annual CFDA Fashion Awards in June.

Four additional students are selected to win awards in the amount of \$5,000 each. All winners are selected based on design talent and mood-board presentation, in addition to answers contained within applicants' written application.

The 2011 CFDA/Teen Vogue Scholarship Selection Committee was comprised of representatives from CFDA, Teen Vogue, and Target—as well as designers and CFDA Members **Erin Fetherston** and **Jessie Randall**.

2011 TARGET FASHION SCHOLAR
JESSE RHOADES
ACADEMY OF ART UNIVERSITY

THE FOUR WINNERS OF THE 2011 CFDA/TEEN VOGUE SCHOLARSHIP

ELIZABETH FRIED
ACADEMY OF ART UNIVERSITY

CODY CLAY MELBY
ACADEMY OF ART UNIVERSITY

YUNAN WANG
PARSONS THE NEW SCHOOL FOR DESIGN

JINGXIU ZHAO
ACADEMY OF ART UNIVERSITY

CFDA/TEEN VOGUE SCHOLARSHIP COMMITTEE

AMY ASTLEY
GLORIA BAUME

ERIN FETHERSTON
JANE KELTNER

JESSIE RANDALL
BRIAN ROBINSON

LISA SMILOR



ALL IMAGES: JESSE RHOADES



JOE ZEE,
RICHARD CHAI,
ERIC DAMAN

VITAMINWATER COLOR COLLECTION



FROM LEFT: MARCUS WAINRIGHT, GAUTAM DUTTA, DAVID NEVILLE, STEVEN KOLB

> Through a new partnership with the CFDA, vitaminwater hosted a competition which encouraged up-and-coming designers to create a graphic element, inspired by the enhanced water-beverage brand, which would be featured on a T-shirt and sold on fashionvault.ebay.com alongside exclusive T-shirts designed by CFDA Members **Chris Benz**, **Richard Chai**, **Derek Lam**, **Marcus Wainright** and **David Neville** of Rag & Bone, **Sam Shipley** and **Jeff Halmos** of Shipley & Halmos, and **Lisa Mayoock** and **Sophie Buhai** of Vena Cava.

Last spring, to help promote the Vitaminwater Color Collection Contest and inspire students to get involved, the Vitaminwater Style Council—which was comprised of Eric Daman, costume designer for Gossip Girl; Lori Goldstein, fashion stylist/design consultant; Andrea

Linett, creative director of eBay Fashion; and Joe Zee, creative director of Elle magazine, as well as CFDA Designers—visited six of the CFDA's participating schools. On the nationwide tour, designers and Style Council members spoke to students about their careers, working in the fashion industry, and the different ways in which students can get involved.

The Vitaminwater Style Council and CFDA Designers chose ten finalists, and their designs were posted on Vitaminwater's Facebook page, where fans voted to help select the winner. In September, the ten finalists were flown to New York and attended the Vitaminwater Color Collection launch event, the winner, Gautam Dutta, was announced and presented with a check for \$5,000. His T-shirt design was produced and sold on fashionvault.ebay.com.

PARTICIPATING TOUR SCHOOLS

- ACADEMY OF ART UNIVERSITY
- FASHION INSTITUTE OF TECHNOLOGY
- KENT STATE UNIVERSITY
- OTIS COLLEGE OF ART & DESIGN
- SAVANNAH COLLEGE OF ART AND DESIGN
- THE SCHOOL OF THE ART INSTITUTE OF CHICAGO



JOSEPH ALTUZARRA



ANTONIO AZZUOLO



CARLOS CAMPOS



CARLY CUSHNIE & MICHELLE OCHS



SHANE GABIER & CHRIS PETERS



SORAYA SILCHENSTEDT



ERIN BEATTY & MAX OSTERWEIS



ALEXA-ADAMS & FLORA GILL



PAMELA LOVE



DANA LORENZ

PHOTOGRAPHS BY NORMAN JEAN ROY

CFDA/VOGUE FASHION FUND OVERVIEW & SUPPORTERS

➤ The CFDA/Vogue Fashion Fund was established in September 2003 to grant significant financial awards each year to one or more designers, as well as to provide business mentoring based on the award recipients' specific goals and needs. A Selection Committee, made up of ten industry experts, meets to determine the finalists and winners based on their talent and ability to succeed in business. A separate committee, the Business Advisory Committee, provides targeted feedback on the finalists' overall business plans.

In March 2011, an advertisement was placed in *Women's Wear Daily* to solicit interest from designers. To be eligible to apply, designers must meet several prerequisites that ultimately demonstrate their exceptional design talent, and also confirm their capacity for future distinction in the fashion industry.

TEN FINALISTS ANNOUNCED

7.14 More than 130 designers showed interest in the Fashion Fund. From this initial group, the Selection Committee chose 48 to advance to phase two of the application process. After reviewing each of the 48 portfolios and written applications, the Committee met in mid-July to select the ten finalists.

Following the announcement, the finalists were each interviewed by the Selection Committee, at which time they were required to also present looks from their past and current collections. Throughout the following months, the Selection Committee made visits to each finalist's design studio to assess day-to-day operations, while conducting a more in-depth interview with the candidate.

THE CFDA IS PLEASED TO RECOGNIZE THE FOLLOWING COMPANIES AS OFFICIAL 2011 SPONSORS OF THE FUND:

PARTNER J.CREW

UNDERWRITERS

AMERICAN EXPRESS, APPELMAN FOUNDATION, BARNEYS NEW YORK, CAROLINA HERRERA, COACH, HP (THE COMPUTER DIVISION OF HEWLETT PACKARD), LIZ CLAIBORNE INC., LORD & TAYLOR, L'ORÉAL PARIS, NORDSTROM, STARBUCKS, THECORNER.COM—YOOX GROUP, THEORY, TIFFANY & CO., TOMMY HILFINGER, VOGUE

2011 FINALISTS

A.A.
ANTONIO AZZUOLO
ALTUZARRA
JOSEPH ALTUZARRA
CARLOS CAMPOS
CARLOS CAMPOS

CREATURES OF THE WIND
SHANE GABIER & CHRIS PETERS
CUSHNIE ET OCHS
CARLY CUSHNIE & MICHELLE OCHS

FENTON/FALLON
DANA LORENZ
FINN JEWELRY
SORAYA SILCHENSTEDT
OHNE TITEL
ALEXA ADAMS & FLORA GILL

PAMELA LOVE JEWELRY
PAMELA LOVE
SUNO
ERIN BEATTY & MAX OSTERWEIS

THE WINNERS ARE ANNOUNCED



FROM LEFT: JOSEPH ALTUZARRA, PAMELA LOVE, CALVIN KLEIN, SHANE GABIER, CHRIS PETERS



AMANDA SEYFRIED



MARK HOLGATE AND ANDREW ROSEN



ROONEY MARA



JOE JONAS, STEVEN KOLB, ANTONIO AZZUOLO

11.14 The Selection Committee made its final decisions during a November 14 breakfast meeting held at Condé Nast; confidential ballots were cast by each member of the Committee to determine the winner and runners-up. The results were announced that evening at the awards dinner, held at Skylight Studios. The guest list included an array of American designers, including

former winners and runners-up. Calvin Klein was the keynote speaker of the evening, and Rooney Mara presented the awards to this year's winners. Joseph Altuzarra received \$300,000 and a specially designed swan created by the artist Rachel Feinstein; Pamela Love and Shane Gabier and Chris Peters from Creatures of the Wind received \$100,000 and bronze

eggs, also designed by Feinstein. The award recipients will also meet regularly with a business mentor, who was selected based on the designers' specific needs for business expertise and resources. **WINNER JOSEPH ALTUZARRA** **RUNNERS-UP SHANE GABIER & CHRIS PETERS OF CREATURES OF THE WIND; PAMELA LOVE**

- 2011 SELECTION COMMITTEE**
- LAZARO HERNANDEZ
- MARK HOLGATE
- JEFFREY KALINSKY
- STEVEN KOLB
- REED KRAKOFF
- JENNA LYONS
- JACK MCCOLLOUGH
- ANDREW ROSEN
- DIANE VON FURSTENBERG
- ANNA WINTOUR
- 2011 BUSINESS ADVISORY COMMITTEE**
- JESSICA IGOE
AMERICAN EXPRESS
- HARLAN BRATCHER
AX ARMANI EXCHANGE
- DANIELLA VITALE
BARNEYS NEW YORK
- TOM MURRY
CALVIN KLEIN INC.
- CAROLINE BROWN
CAROLINA HERRERA
- PAULA SUTTER
DIANE VON FURSTENBERG
- BRENDAN HOFFMAN
LORD & TAYLOR
- ANDREW ROSEN
THEORY LLC
- MICHAEL KOWALSKI
TIFFANY & CO.
- FEDERICO MARCHETTI
YOOX GROUP

COMING SOON

Working with Breakthru Films, the CFDA/*Vogue* Fashion Fund captured on film an intimate look at finalists throughout the process. The six-part docu-series debuted in January on Hulu.



FROM LEFT: PRABAL GURUNG, BILLY REID, EDDIE BORGO

J.CREW CELEBRATES CVFF WINNERS

4.20 As the lead underwriter of the CFDA/*Vogue* Fashion Fund, J.Crew worked with the 2010 winner and runners-up to create limited-edition capsule collections, which debuted at a party at J.Crew's newly refurbished store on Fifth Avenue. The capsule collections launched individually over the summer through J.Crew's online store, catalog, and select stores.



STARBUCKS T-SHIRTS

9.19 In celebration of its fortieth year anniversary, Starbucks joined the CFDA/*Vogue* Fashion Fund as a sponsor and collaborated with the last three winners of the Fund—**Billy Reid**, **Sophie Theallet**, and **Alexander Wang**—to create signature, limited-edition T-shirts inspired by Starbucks's global brand evolution. CFDA and Starbucks worked with Nordstrom, one of the Fund's longtime sponsors. T-shirts were sold at select Nordstrom stores and online, as well as at starbucksstore.com.



MAX OSTERWEIS, SOLANGE KNOWLES, ERIN BEATTY



MICHELLE OCHS, KARLIE KLOSS, CARLY CUSHNIE



PAMELA LOVE AND REED KRAKOFF

AMERICANS IN PARIS

10.1–10.3 With the generous underwriting of Tommy Hilfiger, the CFDA/*Vogue* Fashion Fund hosted an Americans in Paris showroom for ten previous participants in the Fund during the Paris shows. The initiative was created as a global showcase for emerging American designers, providing invaluable global exposure for the designers, as well as the sales, marketing, and media support necessary to expand their respective businesses.

9.30 Diane von Furstenberg hosted an intimate cocktail party at her Paris home in honor of the ten participating designers and **Tommy Hilfiger**. Hilfiger partnered with the designers to create limited-edition canvas totes inspired by Paris. The tote bags retailed for \$98 at Tommy Hilfiger stores in New York City, Paris, London, and Milan, and on tommy.com and japan.tommy.com. One hundred percent of the net profits from sales were donated to the Fund.



THE TEN PARTICIPANTS IN THE SHOWROOM, LOCATED AT THE GALERIE JOYCE AT THE PALAIS ROYAL, WERE: BILLY REID, EDDIE BORGO, GEORGE ESQUIVEL, GREGORY PARKINSON, MONIQUE PÉAN, OHNE TITEL, PAMELA LOVE, PRABAL GURUNG, SIMON SPURR, SOPHIE THEALLET

TIFFANY & CO. JEWELRY DESIGN GRANT PROGRAM

7.19 Tiffany & Co., a new sponsor of the Fund, created a business-development grant to recognize the important relationship that jewelry has with fashion and the challenges and expense that an emerging jewelry designer faces when creating and producing a collection. Ten Fashion Fund alumni jewelry designers were invited to submit applications that challenged them to convey their

overall creative vision for their brand, demonstrate current financial need, and outline future plans to grow their company. The grant judges were Steven Kolb, Michael Kowalski of Tiffany & Co., and Anna Wintour and Meredith Melling Burke of *Vogue*. The grants were awarded to **Monique Péan**, who received \$150,000, and **Eddie Borgo**, who received \$100,000.



FROM LEFT: MICHAEL KOWALSKI, MONIQUE PÉAN, EDDIE BORGO, ANNA WINTOUR, STEVEN KOLB



MODEL WEARING FENTON/FALLON

DIANNA AGRON



KATE BOSWORTH AND FRÉDÉRIC FEKKAI



CHRIS PETERS AND SHANE GABIER

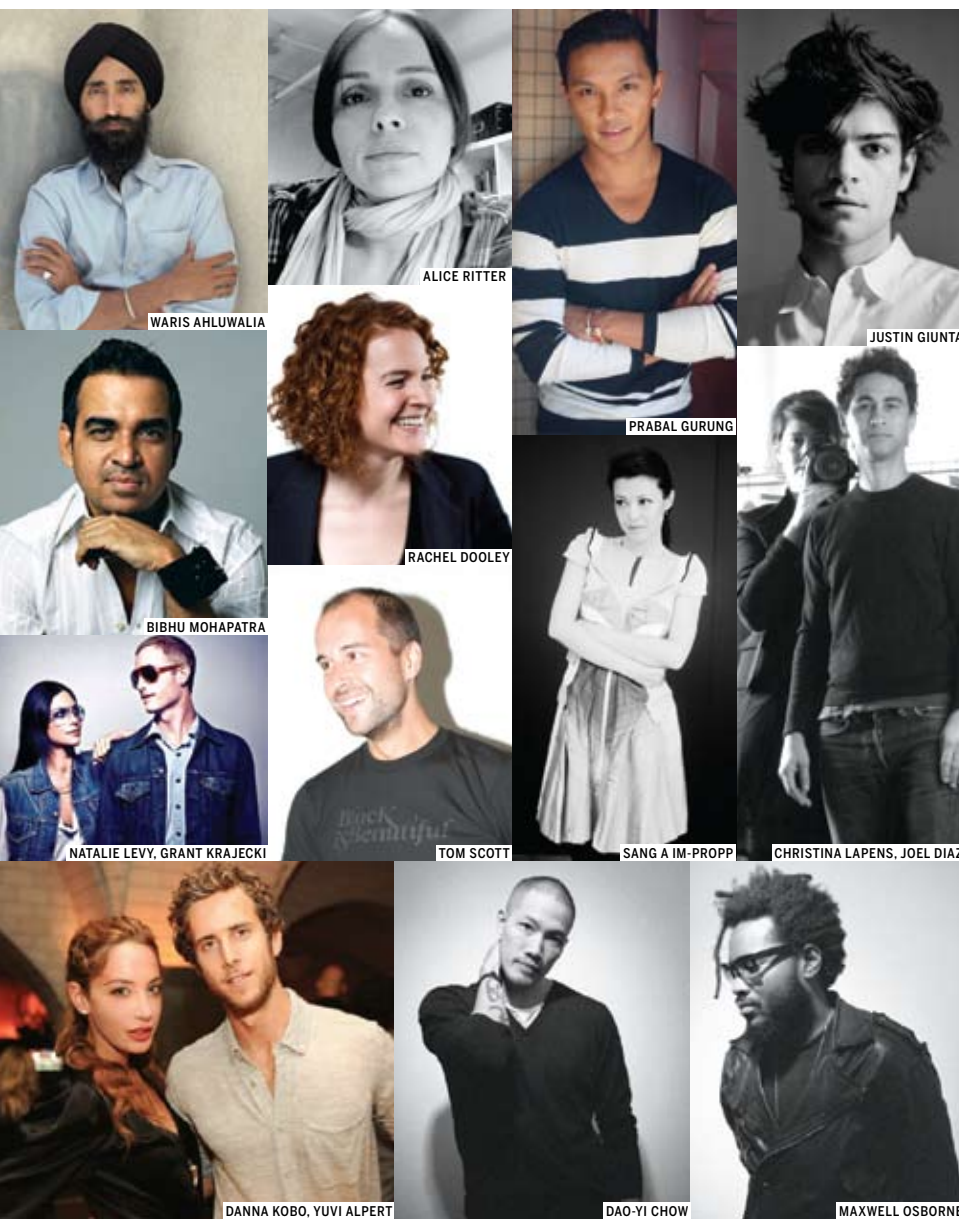
FRÉDÉRIC FEKKAI SPONSORS L.A. FASHION SHOW

10.20 The CFDA/*Vogue* Fashion Fund Fashion Show and Tea took place once again at the historic Chateau Marmont in West Hollywood. Hosted by Lisa Love and Frédéric Fekkai, the afternoon party showcased the ten finalists' work in an outdoor fashion show followed by a tea. Afterward, a celebratory dinner was held at Soho House West Hollywood.

{ FASHION INCUBATOR }

AN INITIATIVE OF THE COUNCIL OF FASHION DESIGNERS OF AMERICA

> The CFDA {FASHION INCUBATOR} is the newest program to support emerging fashion designers. Located in the heart of the Garment District, at 209 West Thirty-eighth Street, the {FI} provides a creative professional environment to foster promising fashion talent. By offering low-cost design-studio space, business mentoring, educational seminars, and networking opportunities, the program helps participants to reach their full potential and become an integral part of the New York fashion community. Participating designers were chosen by members of the Advisory Board and a Selection Committee, comprised of fashion industry experts, including retailers, editors, and business leaders.



PARTICIPATING DESIGNERS

ALICE RITTER
ALICE RITTER
 BIBHU MOHAPATRA
BIBHU MOHAPATRA
 GEMMA REDUX
RACHEL DOOLEY
 GREY ANT
GRANT KRAJECKI
NATALIE LEVY
 HOUSE OF WARIS
WARIS AHLUWALIA
 JOLIBE
JOEL DIAZ & CHRISTINA LAPENS
 PRABAL GURUNG
PRABAL GURUNG
 PUBLIC SCHOOL
DAO-YI CHOW & MAXWELL OSBORNE
 RUBY KOBO
YUVI ALPERT & DANNA KOBO
 SANG A
SANG A IM-PROPP
 SUBVERSIVE JEWELRY
JUSTIN GIUNTA
 TOM SCOTT
TOM SCOTT

ADVISORY BOARD

ERIC GURAL
 NEWMARK
 KNIGHT FRANK
STEVEN KOLB
 CFDA
SEO HYUN LEE
 CHEIL INDUSTRIES
BARBARA RANDALL
 FASHION CENTER B.I.D.
LISA SMILOR
 CFDA
RON ANDERSON AND DAVID REES
 TENTHousandTHINGS
JOHN BARTLETT
 JOHN BARTLETT
MARC BECKMAN
 DESIGNERS MANAGEMENT AGENCY
BETH BUCCINI & SARAH EASLEY
 KIRNA ZABÈTE
JOSEPH FERRARA
 FERRARA MANUFACTURING
DOUGLAS HAND
 HAND, BALDACHIN & AMBURGEY, LLP
KAREN HARVEY
 KAREN HARVEY CONSULTING GROUP
ERIC JOHNSON
 NYC EDC
ROOPAL PATEL
 MODA OPERANDI
SHAN REDDY
 REDLINE CONSULTING
GARY WASSNER
 HILLDUN CORPORATION

SUPPLEMENTAL INDUSTRY SUPPORT

ARI BLOOM
 ARI BLOOM CONSULTING
DAVID BONNOUVRIER
 DNA MODEL MANAGEMENT
SHELAGH D'ARCY HINDS
 D'ARCY & PARTNERS
MELISSA GELLMAN WEISS
 SHOPBOP
MARY GLEASON
 GIDC
KEVIN HARTER
 BLOOMINGDALE'S
KATE LANPHEAR
 ELLE
ASLAUG MAGNUSDOTTIR
 MODA OPERANDI
LISA METCALFE
 LAUNCHUSA
NICOLE PHELPS
 STYLE.COM
ELANA POSNER
 PETER SOM
SALLY SINGER
 T: THE NEW YORK TIMES
 STYLE MAGAZINE
RICH TONG
ANDREW WARD
 GIDC
CINDY WEBER-CLEARY
 INSTYLE
DENISE WILLIAMSON
 DENISE WILLIAMSON SHOWROOM
FASHION CENTER B.I.D
BAR BASQUE
 MYHABIT.COM
SOHO HOUSE
 NEW YORK

SPONSORS

> THE {FASHION INCUBATOR} IS GENEROUSLY UNDERWRITTEN BY TARGET, WITH SUPPORT FROM NEW YORK CITY MAYOR MICHAEL R. BLOOMBERG, NEW YORK CITY ECONOMIC DEVELOPMENT CORPORATION (NYCEDC), AND NEWMARK HOLDINGS. ADDITIONAL FINANCIAL SUPPORT IN 2011 WAS PROVIDED BY MYHABIT.COM

NORMA KAMALI AND TOM SCOTT



NANETTE LEPORE AND SANG A IM-PROPP



BACK, LEFT TO RIGHT: CHRISTINA LAPENS, YUVI ALPERT, MAXWELL OSBORNE, WARIS AHLUWALIA, NATALIE LEVY, BIBHU MOHAPATRA. FRONT, LEFT TO RIGHT: RACHEL DOOLEY, ALICE RITTER, ALEXIS BITTAR, SANG A IM-PROPP, DAO-YI CHOW

DESIGNER STORYTELLING

> In January 2011, a new series was added to the {FI} program called "An Evening With..." Established CFDA Members talked to the {FI} designers about the early stages of their careers, including challenges they faced and the lessons they learned when they were starting their own businesses. The Designer Storytelling series was kicked off by CFDA's President, Diane von Furstenberg, and has included some of America's foremost designers, such as Alexis Bittar, Nanette Lepore, Norma Kamali, Robert Lee Morris, Derek Lam and Jan Schlottmann, John Varvatos, Philip Crangi, and Courtney Crangi.



FROM LEFT: NATALIE LEVY, TOM SCOTT, JOEL DIAZ, CHRISTINA LAPENS, JUSTIN GIUNTA



YUVI ALPERT AND ROBERT LEE MORRIS



JAN SCHLOTTMANN AND DEREK LAM



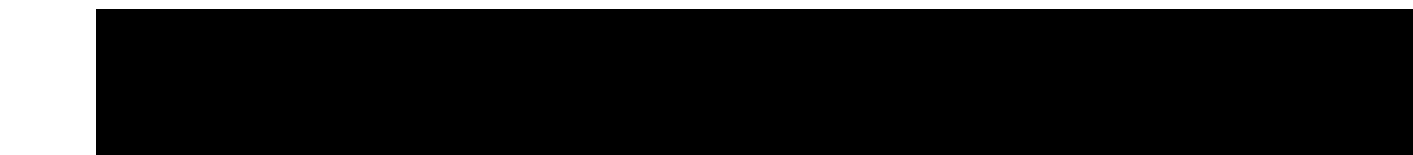
CHRISTINA LAPENS AND JOEL DIAZ OF JOLIBE WITH THEIR TWO CHILDREN, VIVIENNE AND ALEXANDER



RACHEL DOOLEY OF GEMMA REDUX

MYHABIT DESIGN PROJECT

5.18 For the launch of Amazon's new luxury flash-sale Web site, myhabit.com, each of the {FASHION INCUBATOR} designers was invited to create a limited-edition T-shirt, which were sold exclusively on the site. Myhabit hosted a party at Skylight West in New York to celebrate the launch and the collaboration, and each designer received a stipend for his or her participation to foster business development.



LEFT: PUBLIC SCHOOL DESIGNERS MAXWELL OSBORNE AND DAO-YI CHOW WITH THEIR CUSTOMIZED BICYCLE. ABOVE: ALICE RITTER AT THE TOUR DE FASHION KICKOFF

TOUR DE FASHION

9.7 To kick off New York Fashion Week, the Fashion Center Business Improvement District launched Tour de Fashion. Thirty bicycles, made in New York and creatively customized by the city's top designers—including five designers from the {FASHION INCUBATOR}—were available to the public to rent and ride during Fashion Week. The customized bicycles were auctioned off on CharityBuzz, with 100 percent of the proceeds benefitting the {FASHION INCUBATOR} to furnish the new Fashion Center B.I.D. Work Room, which will occupy one of the studios at the {INCUBATOR}. The B.I.D. Work Room will open in May 2012.

BUSINESS MENTOR PROGRAM

> {FASHION INCUBATOR} designers receive intensive business mentoring from a team of leading experts in areas including, but not limited to, finance, law, manufacturing, marketing, retail, merchandising, branding, licensing, and operations. The Business Mentor teams meet with designers approximately once a month, and speak or correspond as needed between meetings.

BUSINESS MENTORS

RON ANDERSON AND DAVID REES
TENTHousandTHINGS

MARC BECKMAN
DESIGNERS MANAGEMENT AGENCY

BETH BUCCINI AND SARAH EASLEY
KIRNA ZABÉTE

JOSEPH FERRARA
FERRARA MANUFACTURING

MARY GLEASON
JUDITH LEIBER

DOUGLAS HAND
HAND, BALDACHIN & AMBURGEY, LLP

KAREN HARVEY
KAREN HARVEY CONSULTING GROUP

TREY LAIRD
LAIRD + PARTNERS

ROOPAL PATEL
MODA OPERANDI

SHAN REDDY
REDLINE CONSULTING

GARY WASSNER
HILLDUN CORPORATION

NICKELSON WOOSTER
GILT GROUPE



THE {FASHION INCUBATOR} DESIGNERS

DAO-YI CHOW AND WARIS AHLUWALIA

NETWORKING EVENT

5.3 The {FI} designers, Business Mentors, and select industry guests gathered at Bar Basque for an evening of networking. To begin, each designer spoke for three-to-five minutes, telling the audience about his or her brand and current business challenges. The time following introductions was spent on open-networking with the Business Mentors facilitating introductions between their guests and the designers.



PRABAL GURUNG

FROM LEFT: ERIC JOHNSON, MEGHANA GHANDI, JEFFREY CARR, NYU AND BUSINESS MENTOR JOSEPH FERRARA



FROM LEFT: JOANNE TEICHMAN, BUSINESS MENTOR RON ANDERSON, ANDREA LINETT, AND BUSINESS MENTOR DAVID REES



FROM LEFT: PRABAL GURUNG, MEREDITH MELLING BURKE, RAFA TOTENGCO, BIBHU MOHAPATRA



BIBHU MOHAPATRA AT THE "E-COMMERCE FOR DESIGNER BRANDS" LECTURE



ASLAUG MAGNUSDOTTIR OF MODA OPERANDI HOSTING A LECTURE ON E-COMMERCE



"DOING BUSINESS IN ASIA": MARCUS WAINWRIGHT, SEO-HYUN LEE, CHEOLKYO "CHARLES" PARK, YON HUI CHOI

SUMMER CONVERSATION SERIES

6.28-8.16 In June, the {FASHION INCUBATOR} introduced the first Summer Conversation Series, which was held at Soho House. Taking shape in four discussions that focused on either brand development using digital platforms or strengthening and strategizing sales and e-commerce, the Series included:

- > "Brand Imaging in Today's Digital Landscape," with Shelagh D'Arcy-Hinds and Chelsea Segal
- > "E-commerce for Designer Brands," with Aslaug Magnusdottir and Lexy Schmertz
- > "Doing Business in Asia," with Seo-Hyun Lee, Marcus Wainwright, Charles Park, and Yon Hui Choi
- > "Navigating Tumblr," with Rich Tong

RETAIL PANEL

1.18 Bringing together an array of retailers from luxury department stores, boutiques, and online markets, the panel discussed how designers should communicate and do business with stores, how to grow their existing accounts, and what to consider to further develop the designers' e-commerce businesses. Held at the Standard New York and moderated by Lisa Smilor, the event included panelists Paul Birardi, Jeffrey Kalinsky, Alexis Maybank, Roopal Patel, and Jan Schlottmann.

2012-2014 {FASHION INCUBATOR} DESIGNERS ANNOUNCED

8.17 The designers that will participate in the 2012-2014 {FASHION INCUBATOR} program were announced. Chosen by an esteemed Selection Committee comprised of the industry's leaders in business, retail, and editorial, the ten designers will move into the {INCUBATOR} in May 2012.

- ANTONIO AZZUOLO
A.A. ANTONIO AZZUOLO
- ARIELLE SHAPIRO
ARI DEIN
- BENJAMIN AND DOUG BURKMAN
BURKMAN BROS
- CHRISTIAN COTA
CHRISTIAN COTA
- EMANUELA DUCA
EMANUELA DUCA
- RICKY HENDRY & MARC DANIELS
ISAORA
- LUIS M. FERNANDEZ
NUMBER:LAB
- REECE SOLOMON
REECE HUDSON
- TIMO WEILAND & ALAN ECKSTEIN
TIMO WEILAND
- WHITNEY POZGAY
WHIT



JAN SCHLOTTMANN AND ROOPAL PATEL AT THE RETAIL PANEL



FROM LEFT: DAO-YI CHOW, SIMONE BERRY, MAXWELL OSBORNE

BUSINESS DEVELOPMENT PROGRAMMING

Monthly lectures and seminars address the key issues and factors relevant to the growth of the designers' businesses, with subject matter including, but not limited to, development of a business plan, branding, marketing, production, sales, legal, finances, and raising investment capital.

THE 2011 {FASHION INCUBATOR} PROGRAMMING INCLUDED:

- > "INTERNAL OPERATIONS CONSULTATIONS," WITH SHAN REDDY
- > "E-COMMERCE FOR DESIGNER BRANDS," WITH ASLAUG MAGNUSDOTTIR
- > "WORKING BACKWARD: BUSINESS PLAN WORKSHOP," WITH ARI BLOOM
- > "BRANDING WORKSHOP," WITH TREY LAIRD
- > "BRAND IMAGING IN TODAY'S DIGITAL LANDSCAPE," WITH SHELAGH D'ARCY-HINDS
- > "DOING BUSINESS IN ASIA," WITH SEO-HYUN LEE, CHARLES PARK, YON HUI CHOI, AND MARCUS WAINRIGHT
- > "NAVIGATING TUMBLR," WITH RICH TONG
- > "UNDERSTANDING LEASES," WITH DOUGLAS HAND
- > "EXIT STRATEGY," WITH ERIC GURAL
- > "NETWORKING EVENT"
- > "LOOKING FOR A NEW OFFICE," WITH ROBIN ZENDELL



A WORKING MEETING WITH NYU STERN MBA STUDENTS AND DESIGNERS FROM TIMO WEILAND

NYU STERN CONSULTING CORPS

9.23 The {FASHION INCUBATOR} is pleased to announce its partnership with New York University's Stern Consulting Corps. The 2012-2014 {FI} designers have the opportunity to work with a specially identified group of NYU Stern MBA students who are helping develop full financial statements, cash-flow projections, and investor-ready business plans. The program was developed with the support of Joe Ferrara, a Business Mentor and program Industry Advisor, who stated that, "The Stern Consulting Corps will bring discipline to financial planning and business plan development, so designers will have a fighting chance to recruit investors and build successful businesses. Together they will learn the business of fashion."



DESIGNERS TIMO WEILAND AND ALAN ECKSTEIN WITH NYU STERN MBA STUDENTS EMILY BERKOWITZ AND EMILY CANGIE

ISABELLA CUCHARELLA, BY GARY WASSNER



8.26 Gary Wassner will donate 50 percent of the proceeds from the sale of his newly released children's book, *Isabella Cucharella*, to the {FASHION INCUBATOR} program. Additionally, Gary has pledged to personally donate \$25,000 to kick off an Endowment Fund for the {FI} program, which CFDA will continue to develop in 2012. Gary Wassner is the co-CEO of Hilldun Corporation, a CFDA {FASHION INCUBATOR} Business Mentor, and a member of the Advisory Board.



DESIGNER RACHEL DOOLEY WITH SVA PHOTOGRAPHER BON DUKE

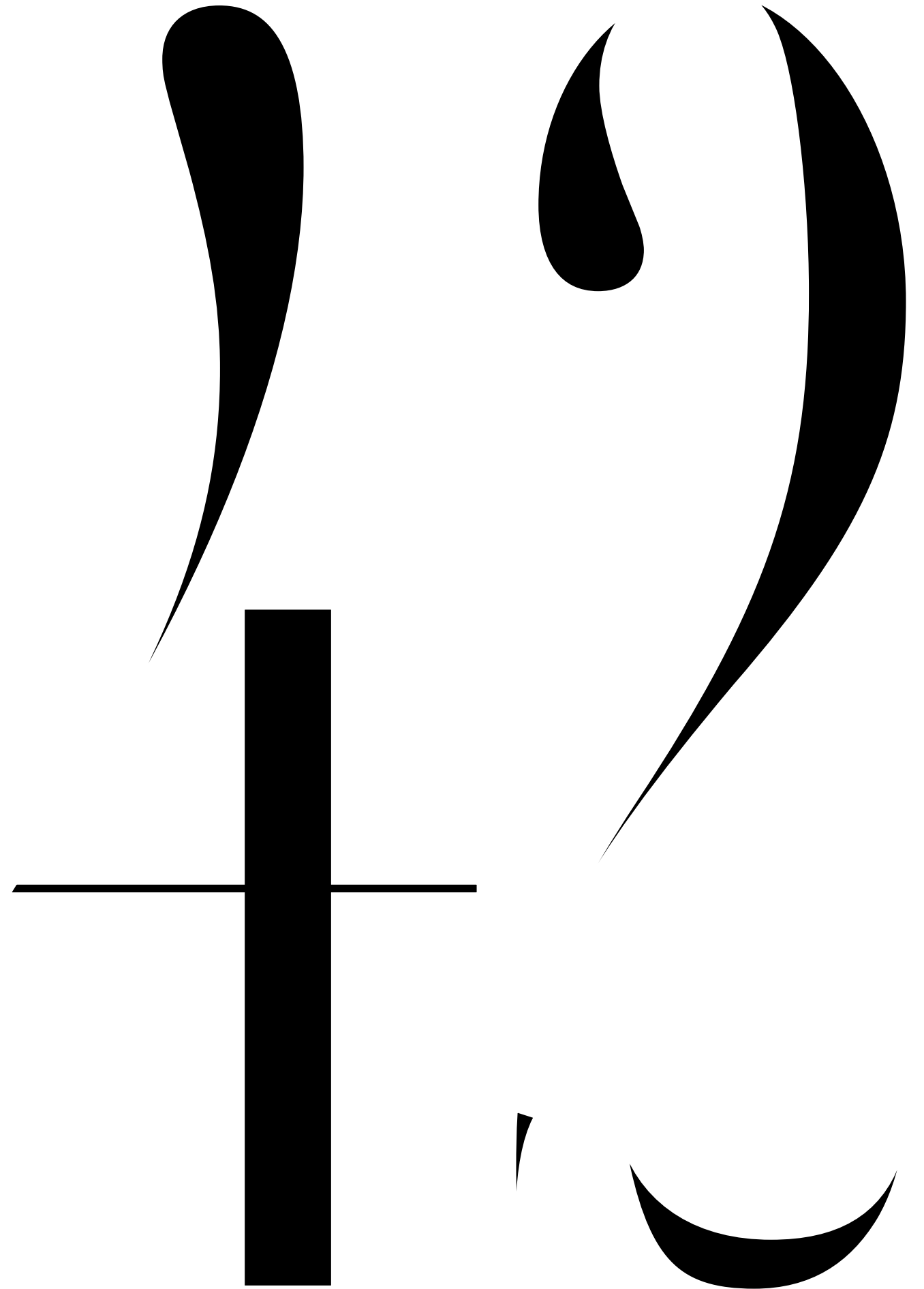
SVA PARTNERSHIP

11.18 The School of Visual Arts's masters fashion photography program has partnered with the {FASHION INCUBATOR}. The inaugural class of MPS students have been paired with an {FI} designer to create a brand campaign. Designers and photographers will have full creative freedom to develop a concept and format that is most beneficial and relevant to articulating each designer's brand message. In addition, DNA Models is supplying some of the top up-and-coming men and women to be part of the project, and Trey Laird of Laird + Partners will work on an individual basis with each team throughout the collaborative process to offer feedback and advice on the direction and execution of the campaigns.

AWARDS

EACH JUNE, THE INTERNATIONAL FASHION COMMUNITY GATHERS IN NEW YORK TO CELEBRATE THE BEST IN AMERICAN FASHION AT THE CFDA FASHION AWARDS. HELD ANNUALLY SINCE 1981, THE AWARDS ARE THE HIGHEST HONOR THAT CAN BE BESTOWED ON A MEMBER OF THE FASHION COMMUNITY. AWARDS ARE GIVEN FOR DESIGN EXCELLENCE IN WOMENSWEAR, MENSWEAR, AND ACCESSORY DESIGN, AS WELL AS EXTRAORDINARY ACCOMPLISHMENTS IN JOURNALISM, CREATIVE VISION, PERSONAL STYLE, AND LIFETIME ACHIEVEMENT. ADDITIONALLY, EACH YEAR THE CFDA HONORS EMERGING DESIGN TALENT FOR THEIR ACHIEVEMENTS WITH THE SWAROVSKI AWARDS.

NOMINATIONS FOR EACH AWARD CATEGORY ARE SUBMITTED BY THE CFDA FASHION AWARDS SELECTION COMMITTEE, WHICH IS MADE UP OF THE CFDA MEMBERSHIP, TOP FASHION RETAILERS, JOURNALISTS, AND STYLISTS. ALL NOMINATIONS ARE RATIFIED BY THE CFDA BOARD OF DIRECTORS, AND FINAL VOTES ARE CAST FOR THE DESIGNER OF THE YEAR AND SWAROVSKI AWARDS BY THE SELECTION COMMITTEE. THE WINNERS ARE ANNOUNCED AT THE CFDA FASHION AWARDS, WHICH THIS YEAR WERE ONCE AGAIN UNDERWRITTEN BY SWAROVSKI.

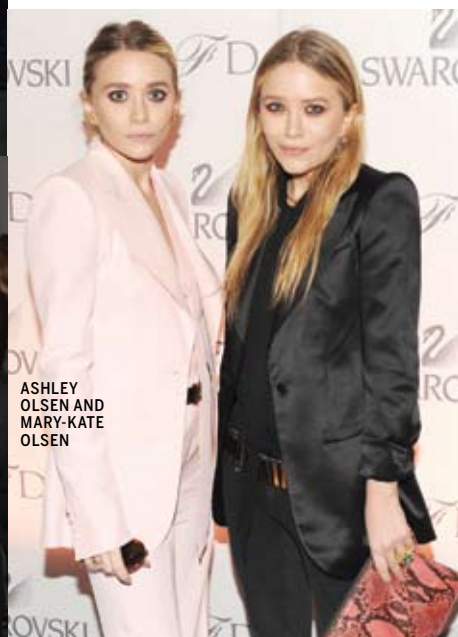




FROM LEFT: DIANE VON FURSTENBERG, PAMELA LOVE, JOSEPH ALTUZARRA

NOMINEES AND HONOREES ANNOUNCED

3.16 The CFDA Fashion Awards nominees and honorees were feted at a party hosted by Nadja Swarovski and Diane von Furstenberg at the latter's studio in the Meatpacking District. Von Furstenberg started the proceedings by acknowledging the tenth anniversary of Swarovski underwriting the event and thanking Nadja for her continued support of American fashion. Von Furstenberg and Steven Kolb made the announcement of nominees and honorees, which for the first time ever were streamed live on Swarovski's Facebook page and at style.com.



ASHLEY OLSEN AND MARY-KATE OLSEN



FROM LEFT: SIMON SPURR, MICHAEL BASTIAN, STEVEN KOLB, ROBERT GELLER, EDDIE BORGO

ANDREW ROSEN, JASON WU

SWAROVSKI COLLECTION

> To celebrate ten years of underwriting the CFDA Fashion Awards, Swarovski called upon Philip Crangi, a former Swarovski Award recipient, to create a special limited-edition collection that incorporated Swarovski crystals. The collection consisted of two necklaces and three bracelets in two color options.



AWARDS JOURNAL

> Once again, Trey Laird art-directed the journal of the CFDA Fashion Awards and created a crystallized cover to celebrate Swarovski's tenth anniversary as underwriter of the awards. The journal was shot by photographers Inez van Lamsweerde and Vinoodh Matadin, with styling by Patti Wilson and copy by David Coleman.

FASHION AWARDS AT LINCOLN CENTER AND AFTER-PARTY AT THE STANDARD

6.6 For the third consecutive time, the CFDA Fashion Awards took place at Alice Tully Hall in Lincoln Center—this year with CNN anchor Anderson Cooper as the host. Tony Award-winner Scott Pask again designed the set, this time to showcase the digital-projection mapping created by Neville Wakefield and Hunter Lee Soik of the Wardencllyffe Institute. The dynamic images transformed the stage into a continuously evolving Manhattan cityscape that provided a multidimensional backdrop for dynamic video tributes to the evening's nominees and honorees. In a moving segment, 21 Swarovski Award winners from the past ten years appeared onstage in a surprise tribute honoring Nadja Swarovski and her company's long-term commitment to the awards and young designers. **Diane von Furstenberg** then presented Nadja with a one-of-a kind Trova, customized by **Philip Crangi**. The evening was once again produced by KCD.



JACK MCCOLLOUGH, LIV TYLER, LAZARO HERNANDEZ



ALESSANDRA AMBROSIO AND PRABAL GURUNG



KANYE WEST



MARC JACOBS AND KAROLINA KURKOVA



ALEXANDER WANG AND IRIS APFEL



LADY GAGA



ANDERSON COOPER



ASHLEY OLSEN AND MARY-KATE OLSEN



CFDA FASHION AWARDS 2011



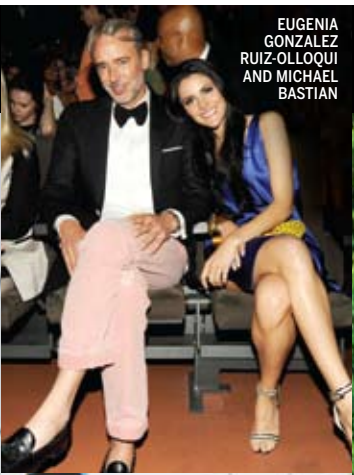
FROM LEFT: ZAC POSEN, DIANE VON FURSTENBERG, NADJA SWAROVSKI



NAOMI WATTS



PAMELA LOVE



EUGENIA GONZALEZ RUIZ-OLLOQUI AND MICHAEL BASTIAN



EDDIE BORGO AND GUINEVERE VAN SEENUS



SOFIA COPPOLA



NADJA SWAROVSKI AND RUPERT ADAMS



SIMON SPURR AND BRAD GORESKI



JESSICA ALBA AND HAL RUBENSTEIN



ANA LERARIO-GELLER AND ROBERT GELLER



REED KRAKOFF AND DELPHINE KRAKOFF



JOSEPH ALTUZARRA



KARLIE KLOSS AND JASON WU



GRACE CODDINGTON AND ARTHUR ELGORT



PATRIK ERVELL AND KIRSTEN DUNST



HILARY ALEXANDER



MIRANDA KERR AND GERARD BUTLER



2011 SCHOLARSHIP RECIPIENTS YEJUN LU, AMANDA GYURAN, LAUREN SEHNER



PHOEBE PHILO

PHILANTHROPY

THE CFDA FOUNDATION, INC., IS A SEPARATE NOT-FOR-PROFIT ORGANIZATION THAT WAS CREATED TO RAISE FUNDS FOR CHARITABLE INITIATIVES AND CAMPAIGNS ON BEHALF OF THE AMERICAN FASHION INDUSTRY'S DESIGNERS. THE CFDA'S MAIN PHILANTHROPIC EFFORTS INCLUDE FASHION TARGETS BREAST CANCER AND THE CFDA-*VOGUE* INITIATIVE, A PHILANTHROPIC COLLABORATION WITH *VOGUE* MAGAZINE THAT RAISES MONIES VIA 7TH ON SALE FOR HIV AND AIDS ORGANIZATIONS.





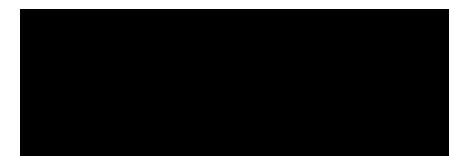
FROM LEFT: LESLIE FRAMER, STEVEN KOLB, STACY LASTRINA

RUNWAY FOR RELIEF

> For the second year in a row, Nine West and Fashion Targets Breast Cancer (FTBC) teamed up for the charitable initiative Nine West Runway Relief with Modelinia. Nine West produced an FTBC-branded boot (which includes a built-in odometer) that was distributed

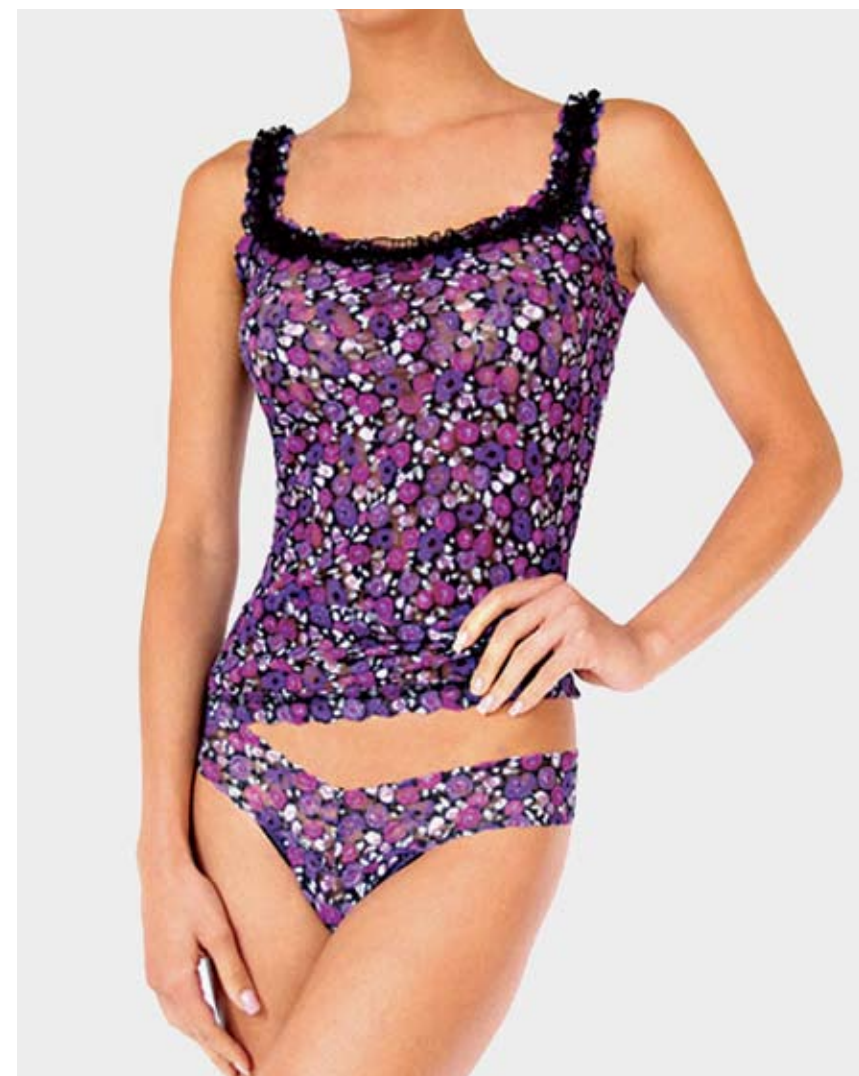
to the models participating in New York Fashion Week. For every step tracked on each pair of boots, Nine West will make a donation to FTBC. In addition, FTBC T-shirts and a limited-edition messenger bag signed by models, photographers, and CFDA Members was available for

purchase in-store and at ninewest.com. Additionally, a Runway Relief-branded album is for sale on iTunes and features artists such as John Legend, Foster the People, Raphael Saadiq, Train, Peter Bjorn and John, Gossip, Mary Mary, Katy B, the Vaccines, and Cults.



QVC PARTNERS WITH FTBC

> QVC partnered with CFDA to support again this year. Exclusive FTBC versions of the Fashion's Night Out scarves and wristlets were sold at QVC.com.



ANNA SUI AND HANKY PANKY

> In honor of the twenty-fifth anniversary of Hanky Panky's thong, the company partnered with **Anna Sui** to create a limited-edition lingerie collection. Launched in October 2011, the Anna Sui Celebrates Hank Panky Collection (available at hankypanky.com) included seven pieces in an exclusively colored print, featuring flirtatious hues of violet, lilac, and lavender on a black background. A portion of proceeds from the collection benefited FTBC.

FTBC GLOBAL TUMBLR

11.18 In early 2011, FTBC launched an online international platform on Tumblr with the help of the social-media firm Attention. Please visit ftbcglobal.tumblr.com to stay up-to-date with all FTBC campaigns going on in the United States and around the world.



BETSEY JOHNSON AND CHAMBORD

> **Betsey Johnson** hosted a series of events at the top Betsey Johnson stores nationwide in October. A number of Betsey products—including socks, a tote bag, underwear, gloves, a scarf, pins, and a charm bracelet—were available for purchase in-store and online at betseyjohnson.com. A portion of the proceeds was donated to FTBC. Chambord Liqueur partnered with Betsey Johnson for its national Pink Your Drink fundraising effort, which

also benefitted FTBC. Pink Your Drink included a series of events at Betsey Johnson stores on October 1 to honor Breast Cancer Awareness Month. Promotions featuring Chambord and Pink Your Drink cocktails were hosted in bars, clubs, and hotels throughout the country. Additionally, consumers had an opportunity to enter a contest to win a weekend in New York City with three friends, which included spending an evening with Betsey Johnson.

INTERNATIONAL PARTICIPATION

AUSTRALIA

FTBC Australia continued its Black and White fashion campaign this year, working with seven of Australia's favorite retailers to deliver accessible, limited-edition, black-and-white products ranging from swimwear to jewelry. In support of the collection, launched on August 1, Hugh Stewart and Justin Ridler photographed ten of Australia's hottest models and TV celebrities to promote FTBC across Australia via outdoor, print, online, and viral media. FTBC presented a runway show during Australia's Mercedes-Benz Fashion Festival in Sydney that incorporated dance, music, and fashion to raise money for breast cancer research in young women. The Runway for Research show utilized the 2011 campaign imagery to combine the beauty and elegance of designer garments with celebrity ambassadors and retail partners.

BRAZIL

FTBC Brazil, FTBC's first and largest international partner, hosts numerous events and creates dozens of new FTBC products each year. In January it kicked off its campaign during São Paulo Fashion Week (SPFW). Special-edition T-shirts were created to celebrate the fifteen years of partnership between FTBC and SPFW. FTBC Brazil also organized the FTBC Race Series, a set of races in Belo Horizonte (4,000 participants), Rio de Janeiro (6,000 participants) in May, and São Paulo (8,000 participants) in August. Additionally, FTBC is present during Q!Bazar which is one of the largest organized clothing bazaars in Latin America. FTBC Brazil was also involved with Universal Day, sponsored by the Brazilian underwear brand Hope. On August 20, everyone who purchased a bra had the opportunity to donate one dollar to benefit FTBC.

CANADA

Rethink Breast Cancer's 2011 Fashion Targets Breast Cancer campaign was another huge success. To celebrate

ten years of the campaign in Canada, Rethink Breast Cancer partnered with fashion retailer Joe Fresh to create ten new apparel items that raised funds for Rethink's innovative breast cancer research, education, and support programs. The face of this year's campaign was Patti Hansen, who posed for Steven Sebring with her two daughters, Theodora and Alexandra Richards (the girls' father is Keith Richards of the Rolling Stones). The Hansen-Richards clan was honored to be asked to be part of one of cancer's most fashionable fund-raising initiatives and donated their time to be part of the campaign.

COLOMBIA

In 2011, El Exito continued to sell the limited-edition FTBC T-shirts that were part of the **Esteban Cortazar** capsule collection.

CYPRUS

For the second year in a row, FTBC Cyprus's media partner gifted lucky beachgoers with FTBC-branded tunics.

GREECE

FTBC Hellas funded the Free Preventive Breast Examination Booth for the third year in a row. FTBC Hellas allocated its funds to the Hellenic Association for Breast Cancer Prevention in order to continue supporting the Free Preventive Breast Examination Booth project. The Breast Examination Booth visited cities throughout Greece, providing free examinations and information on prevention from oncologists. Over the last three years, the booth has traveled to sixteen cities throughout Greece, providing exams for more than 4,500 women.

IRELAND

Brown Thomas had Georgia May Jagger, the daughter of Jerry Hall and Mick Jagger, as the face of its 2011 campaign. This year's tote bag was created by **Marc Jacobs** and featured the designer's

signature character, Miss Marc, wearing a "Fight Like a Girl" tank and red boxing gloves. All of the proceeds from the sale of the special designer tote (which retailed for \$35) benefitted FTBC.

PORTUGAL

Laço is a nonprofit association working to significantly improve the prevention, early diagnosis, and treatment of breast cancer in Portugal. Laço's strategic objectives are to change the perception of breast cancer in Portugal through ongoing educational campaigns, raise funds to support breast cancer projects, and evaluate the projects supported to confirm that maximum impact is being achieved. Laço holds the license in Portugal for FTBC and, working together with campaign retail partners Lanidor, Women'secret, and Continente, this project has been a vehicle for large-scale fund-raising to achieve Laço's objectives.

UNITED KINGDOM

The FTBC UK digital campaign was titled "Fashion is..." and it was based around the idea that FTBC UK wanted its supporters to tell it what fashion is to them. The National ad campaign was fronted by Cat Deeley, Sadie Frost, and Karen Gillan with posters carrying messages "Fashion is how I show I care," "Fashion is how I show my support," and "Fashion is how I make a difference." FTBC UK wanted to let its supporters know the difference they are making to the lives of women affected by breast cancer in the UK when they purchase something from the FTBC range of products, and the campaign fully encompassed that important message throughout the customer journey. Aside from posters, FTBC UK harnessed the social-media platforms available and encouraged the supporters to participate by using the hashtag #fashionis on Twitter. FTBC UK also asked 20 guests from the fashion industry to do a short film saying what fashion means to them. These short films were shared through social media channels and fashion blogs.



PORTUGAL

BRAZIL

IRELAND



GREECE

CYPRUS



UNITED KINGDOM



AUSTRALIA



CANADA



CAMPAIGN HIGHLIGHTS

EBAY
During the week of October 17, eBay customers had the option to donate to FTBC during checkout at ebay.com through its Give at Checkout campaign.

CURVE
The lingerie/swimwear trade show has continued to make FTBC its charity of choice. Exhibitors participating in Curve New York were asked to make a donation to FTBC when registering for the show. To date, Curve has raised over \$20,000 for FTBC.

COMMANDO
Commando donated \$5 for every item sold at herlook.com during the month of October to FTBC.

YUMMIE TUMMIE
Ten percent of all proceeds from the Yummie Tummie (yummielife.com) Lavonne Bustless Slip during the month of October were donated to FTBC.

ALTRUETTE
This Los Angeles-based charm company designed a limited-edition FTBC gold charm that launched in October. The charm is available for sale at Fred Segal in Santa Monica and online at altruette.com.

HOLLYWOOD FASHION SECRETS
Hollywood Fashion Secrets donated 15 percent of its Bodacious Breast Collection online sales (hollywoodfashionsecrets.com) during the month of October to FTBC.

NEW YORK FASHION BEAUTY
The spa, located in the middle of the Garment District, created a special FTBC package during September and October, donating 50 percent of all proceeds. For more information, visit newyorkfashionbeauty.com.



HEALTH AS BEAUTY INITIATIVE UPDATE

September Continuing our commitment to Health as Beauty and the goal of protecting models, the CFDA updated the Initiative guidelines to recommend that models be asked for ID to ensure that they are at least sixteen years old on the day of a show. This was the result of CFDA President **Diane von Furstenberg** inadvertently casting models under the age of sixteen for her February show. Prior to the casting for the September shows, the Initiative secured pledges from all the top agencies—including DNA, Elite, Ford, IMG, Marilyn, New York, Next, One, Supreme, Trump, Wilhelmina, and Women—that they would not send out any models under the age of sixteen for shows.

AMBASSADOR PROGRAM

February+September Working with top agencies, the Health Initiative created an Ambassador Program, designed to enroll more established models to mentor newcomers to the profession. Before each Fashion Week, select agencies held workshops hosted by top models, including Elettra

Wiedemann and Karlie Kloss at Next, Lily Aldridge at IMG, Sara Ziff at Marilyn, and Stella Tennant at DNA. The meetings covered the ins and outs of Fashion Week and the business, with the ambassadors talking about their experiences, offering tips, and answering questions from the younger models.



TORY BURCH, SIMON ALCANTARA

VITAL VOICES

3.11 Vital Voices, an organization that empowers emerging women leaders and social entrepreneurs around the world, brought two of its handicrafts alumnae to the CFDA offices. In town to participate as panel speakers at the Daily Beast's Women in the World Summit, Rebecca Lolosoli from Kenya and Phelicia Dell from Haiti met with a number of CFDA Members, including **Tory Burch**, **Simon Alcantara**, and representatives from **Maria Cornejo**, **Monique Péan**, and **Dannijo**. All listened intently to Rebecca and Phelicia's background stories and offered sound feedback and advice. Overall, the meetings were a success—one even catalyzed a possible future collaboration.



ELETTA WIEDEMANN AND STEVEN KOLB



GOODNESS POP-UP RESTAURANT

September During the spring shows, the Initiative supported Goodness, a pop-up restaurant created by model Elettra Wiedemann. Just across the street from Lincoln Center, Goodness offered healthy breakfast, lunch, and snacks prepared by a different chef each day.



MICHAEL KORS WITH THE ROCKETTES



FROM LEFT: DAVID NEVILLE, ALYNA ZIMMERMAN, MARCUS WAINWRIGHT, CARMELO ANTHONY, ALANI "LA LA" VAZQUEZ, STEVEN KOLB, ANDREW ROSEN



OSCAR DE LA RENTA POSING WITH FANS



FROM LEFT: CAROL LIM, LAZARO HERNANDEZ, JACK MCCOLLOUGH, HUMBERTO LEON



LUBOV AZRIA AND MAX AZRIA POSING FOR A PICTURE

FNO: BACK BY POPULAR DEMAND

9.10 Fashion's Night Out (FNO) once again kick-started Fashion Week. Organized by the CFDA, *Vogue* magazine, New York & Company, and the city, the third-annual shopping night again took over New York City, with more than 1,000 stores staying open late for shoppers. The event has spread to more than 250 cities around the country and eighteen countries across the globe. New this year were the 200-plus e-tailers who created online excitement for shoppers. This year, the stylish FNO

collection featured colorful totes from Brahmin and an array of tees from Theory, including two colorful options, as well as a baseball cap. As in the past, 40 percent of sales proceeds went to benefit the New York City AIDS Fund in the New York Community Trust—this year an amount that came to more than \$500,000. A very special Fashion's Night Out PSA, art-directed by Trey Laird, featured the cast of *Glee* dressed in FNO merchandise, dancing and singing along to David Bowie's "Fashion."

SPECIAL THANKS

SPONSORS
BARBIE
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AND OTHERS
 ALTERNATIVE APPAREL
 ANDREW ROSEN
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 DANTE DI LORETO
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 VANS
 VECTOR MEDIA
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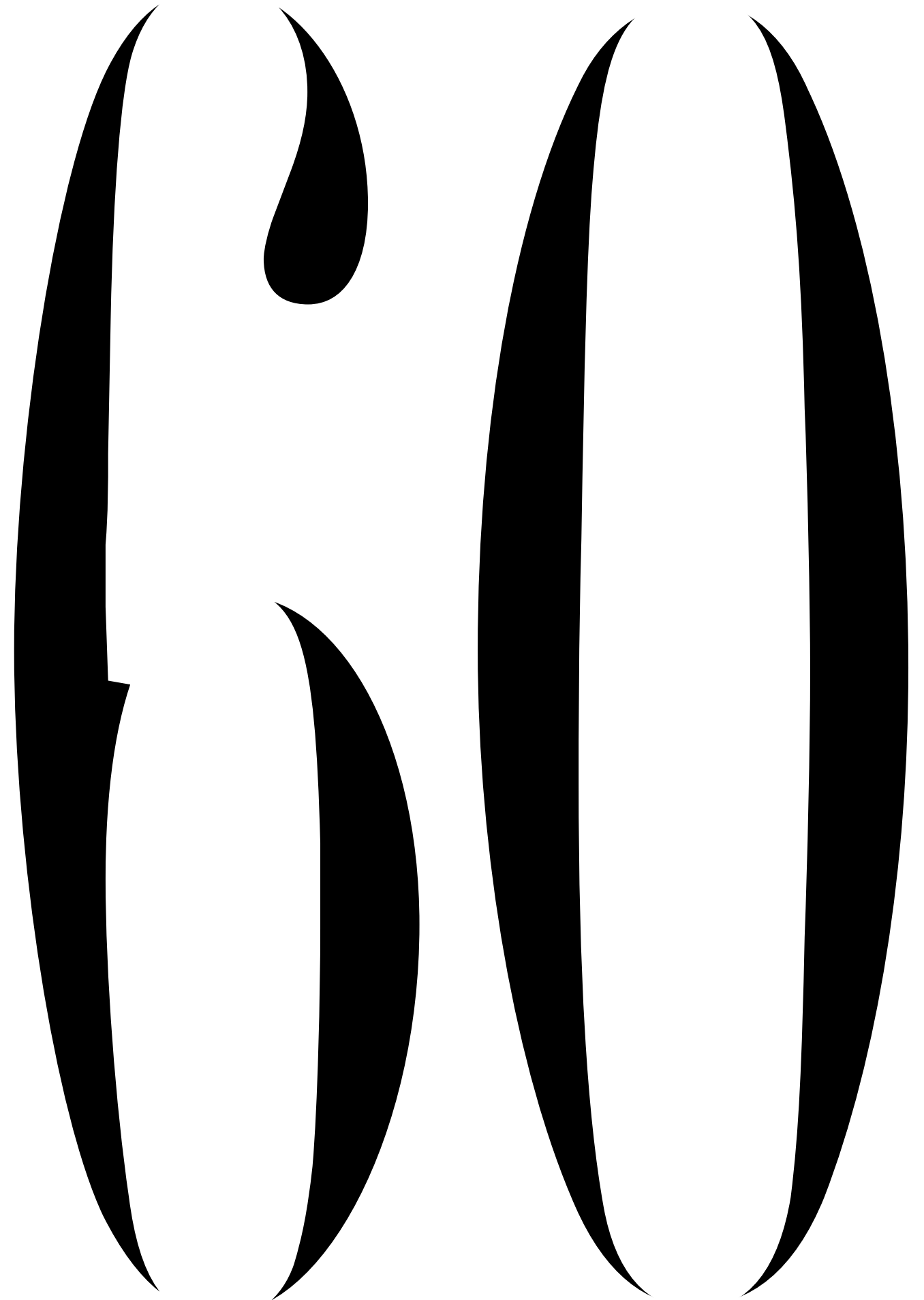
KENNETH COLE



LELA ROSE WITH HER DOG, STITCH

PARTNERSHIPS

THROUGHOUT THE YEAR, THE CFDA EMBARKS ON VARIOUS PARTNERSHIPS AND INITIATIVES TO BENEFIT THE CFDA MEMBERSHIP AND THE FASHION INDUSTRY AS A WHOLE. THESE ARE THE EVENTS AND PROGRAMS THAT TAKE OUR ORGANIZATION TO A BROADER AUDIENCE, HERE IN THE U.S. AND AROUND THE WORLD—WHETHER OFFERING UNIQUE OPPORTUNITIES TO MEMBERS AND SUPPORTING CAUSES IMPORTANT TO THE INDUSTRY, LOBBYING FOR LEGISLATION AND SUPPORTING FASHION WEEK'S NEW HOME IN LINCOLN CENTER, OR SIMPLY CELEBRATING THE CFDA'S NEWEST BOOK.





FROM LEFT: JOSIE NATORI, FRANCISCO COSTA, OSCAR DE LA RENTA

“BALENCIAGA: SPANISH MASTER” PRIVATE VIEWING

1.18 Former CFDA President **Oscar de la Renta** hosted a private viewing for CFDA Members of “Balenciaga: Spanish Master” at the Queen Sofia Spanish Institute. Hamish Bowles, curator of the exhibition and author of the accompanying Rizzoli book, gave guests an illuminating tour through the life and work of the design legend.



FROM LEFT: PATRIK ERVELL, DEREK BUSE, GREG ULLERY, JOE SADLER, JIM MOORE, RICK KLOTZ, KIRK MILLER, ALEXANDER WANG, MICHAEL BASTIAN

BEST NEW MENSWEAR DESIGNERS

2.10 The CFDA and *GQ* took over the Ace Hotel to celebrate the nominees for Best New Menswear Designer in America. The finalists included Kirk Miller, of Miller’s Oath; Patrik Ervell; Riviera Club’s Derek Buse, Joe Sadler,

and Greg Ullery; T by **Alexander Wang**; Gant by **Michael Bastian**; and Warriors of Radness’s Rick Klotz. The selection panel, including *GQ* editor in chief Jim Nelson, *GQ* creative director Jim Moore, Steven Kolb, Dockers brand senior vice

president of global design Doug Conklyn, Bloomingdale’s vice president of fashion direction Kevin Harter, and **Tommy Hilfiger**, chose Alexander Wang as the winner. He received \$50,000 and a contract to collaborate with Dockers.



KASPER



FROM LEFT: LORI GOLDSTEIN, TERRON SHAEFFER, LUBOV AZRIA, PATRICK ROBINSON

“A LIFE IN FASHION” PANEL DISCUSSION

2.8 For the second time, the CFDA partnered with IMG and Lincoln Center to host the “Life in Fashion” panel discussion at the David Rubenstein Auditorium. Acclaimed fashion writer and author Teri Agins moderated the panel, as stylist Lori Goldstein, **Lubov Azria**,

Azria, **Patrick Robinson**, and CEO and executive vice president of Saks Fifth Avenue **Terron Schaeffer**, spoke to students from New York public high schools on the do’s and don’ts of the industry, getting that first job in fashion, and how to make it in the industry.

PRIVATE MEMBER VIEWING OF “MANNERISM AND MODERNISM: THE KASPER COLLECTION”

4.7 Former CFDA President **Kasper** invited CFDA Members for a private viewing of the exhibition “Mannerism and Modernism: The Kasper Collection” at the Morgan Library and Museum. Members listened as Kasper and curators spoke about the 100-piece collection of drawings and photographs, which included sixteenth-century old-master drawings, modern and contemporary drawings, and photography.



FROM LEFT: ITALO ZUCCHELLI, STEVEN KOLB, FRANCISCO COSTA

BILL CUNNINGHAM NEW YORK SCREENING SPONSORED BY CALVIN KLEIN

1.31 **Calvin Klein** feted the release of the documentary *Bill Cunningham New York* with a CFDA Member screening at the Crosby Street Hotel. A select group of editors and industry insiders watched as cameras were turned on the legendary photographer, catching him in action as he snapped New York’s most stylish.

BOFFO BUILDING FASHION

> The CFDA was a sponsor of BOFFO Building Fashion 2011. The CFDA helped to create collaborations between architects and CFDA Members **Irene Neuwirth**, **Patrik Ervell**, and **Alexa Adams** and **Flora Gill** from Ohne Titel. The collaborations resulted in innovative pop-up shops where merchandise was sold.

IRENE NEUWIRTH'S POP-UP SHOP FOR BOFFO





DONNA KARAN



THAKOON PANICHGUL

ACTION AMERICA

9.11 To honor those affected by the events of 9/11, the CFDA joined forces with Action America to turn the tenth anniversary of the tragedy into an opportunity for positive action and volunteerism. A number of Members, including **Thakoon Panichgul**,

Donna Karan, and **Lela Rose**, supported the initiative in their runway shows in a variety of ways: by wearing the Action America T-shirt, factoring the initiative into their programs, and promoting it through social media.



FROM LEFT: KRISTIN DAVIS, TORY BURCH, ARIEL FOXMAN

TORY BURCH INSTYLE PARTY

4.14 *InStyle*'s editor in chief, Ariel Foxman, and the CFDA hosted the second-annual "Dinner with a Designer event" at the Soho House in West Hollywood. Friends of **Tory Burch** celebrated her success with a lively cocktail party and dinner.



AMERICAN FASHION TRAVEL: DESIGNERS ON THE GO IS PUBLISHED

5.15 The CFDA continued the American Fashion series with the publication of *American Fashion Travel: Designers on the Go*. The book is a stylish trip around the world, curated by America's top designers. With a foreword by **Diane von Furstenberg**, the pages highlight countless souvenirs, snapshots, and travel tips from over 100 CFDA Members.



Steven Kolb
CEO, Council of Fashion Designers of America

Nadja Swarovski
Member of the Executive Board, Swarovski Crystal Business

Stephanie Winston Wolkoff
Director of Fashion, Lincoln Center

Suzanne Slesin
Publisher, Pointed Leaf Press

Invite you to celebrate the publication of

Eleanor Lambert: Still Here

BY JOHN A. TIFFANY

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This invitation is non-transferable.



FROM LEFT: SUZANNE SLESIN, JOHN TIFFANY, NADJA SWAROVSKI

ELEANOR LAMBERT BOOK PARTY

9.7 Steven Kolb, Nadja Swarovski, Stephanie Winston Wolkoff, and Suzanne Slesin feted the release of Pointed Leaf Press's *Eleanor Lambert: Still Here* with a book-signing by the author and former assistant to **Eleanor Lambert**, John Tiffany. The book is a never-before-seen look into the life, career, and accomplishments of Ms. Lambert, founder of the CFDA.



CFDA AND W HOST SPECIAL SCREENING

7.25 **Diane von Furstenberg** and *W Magazine* editor in chief Stefano Tonchi hosted a private CFDA Member screening of Pedro Almodóvar's 1988 movie *Women on the Verge of a Nervous Breakdown*. The classic hit was shown on Big Screen Plaza's oversize screen across from the terrace at Bar Basque.

CREATE JOBS FOR USA WRISTBANDS, PARTNERSHIP WITH STARBUCKS

11.1 Starbucks launched the program Create Jobs for USA, which aims to help alleviate the economic crisis by pooling and channeling contributions into a nationwide fund to support small-business lending, which would be available to those in the fashion industry. The CFDA supported the initiative by promoting it through our social-media outlets.



FROM LEFT: MICHELE LEVY, LORENZO MARTONE, JASON WU, JULIA PETIT, CATHERINE BENNETT, LUCIANA CECCON



MELISSA PLASTIC DREAMS AND JASON WU

> Jason Wu collaborated with Melissa Shoes on a limited-edition capsule collection of footwear. The collection launched in Brazil with a grand celebration at the Melissa Gallery in São Paulo.

INTERNATIONAL PARTNERSHIPS AND EVENTS

CONCEPT KOREA IV FASHION COLLECTIVE PRESENTATION

9.9 The CFDA was on hand to celebrate Concept Korea IV at Avery Fisher Hall. The presentation highlighted the work of five talented designers from South Korea: Doho, by Do Ho; Lie Sang Bong, by Lie Sang Bong; Resurrection, by Juyoung; Son Jung Wan, by Son Jung Wan; and Steve J & Yoni P, by Steve Jung and Yoni Pai.

VISITING TAIWAN

October The Taiwan Textile Federation hosted the CFDA in Taipei during Taipei Fashion Week. A special meeting with the vice president of the Republic of China was granted to discuss future partnerships between the country and the CFDA.

CALENDAR OF MEMBERS IN PARIS FOR MARKET WEEK

March + October The CFDA created a Paris Calendar to promote Members with market presence during Fall 2011 and Spring 2012 Fashion Weeks in Paris. The calendar was available for download at CFDA.com, and was distributed to international press and buyers.

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[CFDATV]
190,000+ VIEWS

[WEB.STAGRAM.COM/N/CFDA]
4,500+ FOLLOWERS

Visit www.CFDA.com for information on our programs & initiatives.

SOCIAL MEDIA

> CFDA has created an editorial voice on the specific activities and programs of our Members and the organization overall through our social-media program. This year, our number of Twitter followers (@CFDA) increased 281 percent, our Facebook page increased by 111 percent in terms of lifetime likes, and we have added Tumblr, YouTube, and Instagram accounts to our digital media. Social-media projects have included working with fashion illustrator Julie Johnson on CFDA staff profiles, creating Member features such as In the Media on Facebook, and providing behind-the-scenes and as-it-happens red-carpet coverage of the CFDA Fashion Awards, including images from photographer Jamie Beck (fromme-toyou.tumblr.com).



ELIE TAHARI

YOU CAN'T FAKE FASHION CAMPAIGN WITH EBAY

Summer In the continuing effort to raise awareness about its legislative work to prevent piracy, the CFDA partnered with eBay to create the You Can't Fake Fashion campaign. Fifty CFDA Members artfully customized tote bags that were emblazoned with the campaign logo. The tote bags debuted at a July 11 party at the new Dream Downtown Hotel, and then went up for sale on eBay's newly launched Fashion Vault, alongside a generic You Can't Fake Fashion tote. They sold out in a matter of hours, and all proceeds benefitted the CFDA.

PHILLIP LIM CUSTOMIZED YOU CAN'T FAKE FASHION TOTE.



FASHION & FRIENDS FOR JAPAN



FASHION AND FRIENDS FOR JAPAN AUCTION

> In response to the crisis resulting from the Tohoku earthquake and tsunami that devastated Japan on March 11, the CFDA created an online auction fundraiser, Fashion and Friends for Japan. Through an outpouring of support from the fashion community, the CFDA secured more than 150 donations for the initiative that were then auctioned off at charitybuzz.com, raising \$400,000 for the Japan Society's Japan Earthquake Relief Fund.

LEGISLATION

> Throughout the year, the CFDA continued to work closely with the American Apparel and Footwear Association to lobby for the Innovation and Design Protection and Piracy Prevention Act (IDPPPA), which proposes three years of copyright protection for “unique and original designs.” The legislation, if passed, would for the first time allow creative designers to benefit from legal protections, and at the same time continue to ensure the competitiveness of the U.S. apparel and footwear industry as it delivers fashionable and affordable goods to the public.



LAZARO HERNANDEZ

PROENZA TESTIFIES

7.15 Lazaro Hernandez testified before the House Subcommittee on Intellectual Property, Competition, and the Internet. In a moving presentation, Hernandez spoke about why he believed the bill was necessary and how his company had been affected by design piracy over the years. Jack McCollough and CEO Shirley Cook came along for support.

VERA WANG MEETS WITH CONGRESS

4.5 Board Member Vera Wang, accompanied by her company president, Mario Grauso, met with members of Congress to share her experience in the business and made a case for the IDPPPA.



FROM LEFT: REP. ADAM SCHIFF, REP. LINDA SANCHEZ, VERA WANG, REP. BOB GOODLATTE



DESIGN MANIFESTO

> As part of its continuing efforts to put an end to design piracy and copyright infringement, the CFDA created a design manifesto, highlighting the elements of good and original design. The Pentagram-

designed graphic was printed on posters and delivered to more than 1,300 people involved in design, each of whom was encouraged to hang the poster in his or her workspace. The poster is available for

download and printing at CFDA.com. The manifesto was also printed on a notebook, which debuted exclusively at Narciso Rodriguez's show and is now available for purchase on the CFDA's Web site.



FASHION LAW INSTITUTE ONE-YEAR-ANNIVERSARY PARTY

9.15 Congratulations to Professor Susan Scafidi and the Fashion Law Institute (FLI) on their one-year anniversary. Located at Fordham, the institute was created with support from the CFDA and Diane von Furstenberg. The CFDA celebrated with FLI at a party held in the IMG tents at Lincoln Center during Fashion Week.

REP. NANCY PELOSI AND DIANE VON FURSTENBERG WITH WHITE HOUSE STAFF



IDPPPA IMPORTANCE

5.15 Diane von Furstenberg hosted a reception for House and Senate leaders in an effort to speak directly to key decision-makers on the importance of the IDPPPA.

FIFTIETH ANNIVERSARY

ENDOWMENT

In honor of the CFDA's fiftieth anniversary in 2012, the organization launched Stars of American Fashion. The campaign was created to raise funds for a permanent endowment, ensuring the future work of the organization. It will be the primary permanent asset of the CFDA.

Designers who donated \$50,000 to the endowment also customized one of the 50 stars of the American flag. The thirteen stripes of the flag were also sold for the same price to special CFDA partners and sponsors. Later in 2012, the designer flag, created under the art direction of Pentagram, will hang at the CFDA offices and will front social media and marketing efforts in celebration of the anniversary.

As of press time, endowment contributors included **Diane von Furstenberg, Ralph Lauren, Donna Karan, Calvin Klein, Inc., Geoffrey Beene, Liz Claiborne, Michael Kors, Tommy Hilfiger, Kenneth Cole, Vera Wang, Reed Krakoff, Oscar de la Renta, Stan Herman, Carolina Herrera, David Yurman, Tory Burch, Nicole Miller, Max and Lubov Azria, Josie Natori, Gilles Mendel, Elie Tahari, Theory, Anne Klein, Kate Spade, Tom Ford, David Chu, John Varvatos, Juicy Couture, Marc Jacobs, Carole Hochman, Derek Lam, Adrienne Vittadini, Judith Leiber, Rag & Bone, Jenna Lyons/J. Crew, Halston, Nanette Lepore, Anna Sui, Trina Turk, Phillip Lim, Pamella**

Roland, Mimi So, Kay Unger, Tracy Reese, and Stuart Weitzman.

"IMPACT"

In February 2012, "Impact: 50 Years of the CFDA" opened at the Museum at FIT. Plans are underway to bring "Impact" to other cities. The exhibition was generously sponsored by American Express, Barbie, Diet Coke, and QVC. Also in February, Abrams Books published *Impact: 50 Years of the CFDA*, featuring more than 500 photographs documenting the work of Members and what they believe to be their influence on fashion. Contributors include **Diane von Furstenberg, Cathy Horyn, and Patricia Mears**, who also curated the FIT exhibition.

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