

THE MISSION  
*of the* COUNCIL  
OF FASHION  
DESIGNERS OF  
AMERICA IS TO  
STRENGTHEN  
THE INFLUENCE  
AND SUCCESS  
OF AMERICAN  
FASHION  
DESIGNERS  
IN THE GLOBAL  
ECONOMY

CFDA

ANNUAL  
REPORT  
2013

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# CFDA

At the beginning of 2013, Boston Consulting Group (BCG) began working with the CFDA to help the organization determine where best to allocate its time and resources over the next four years. Partners at BCG personally interviewed over 80 people, including longtime CFDA Members, CEOs, retailers, editors, and industry veterans. A detailed survey was also sent out to all CFDA Members so that they could provide their insight. Based on its findings, BCG identified four focus areas for the CFDA: Education, Partnerships, New York Fashion Week, and Manufacturing in New York and the U.S. The CFDA staff immediately began implementing the recommendations, and continues to use the report as a road map for its work. BCG also defined the “lifecycle” of a designer, which will help the CFDA to recognize where designers at different stages of their careers can receive the most benefits and support. As part of the study, a new mission statement was created that more accurately represents the current purpose and the work of the CFDA, which is to: **Strengthen the influence and success of American Fashion Designers in the global economy.**

## LETTER FROM THE PRESIDENT and the CHIEF EXECUTIVE OFFICER

**I**N THE FALL OF 2012, DURING PARIS Fashion Week, we took our annual walk through the French capital, where we discussed the CFDA and our work. This time, we reflected on the fiftieth anniversary of the CFDA—how far we’ve come as an organization, but also how much potential there is to move further. With that in mind, we engaged the Boston Consulting Group (BCG), which spent eight weeks interviewing Members, industry leaders, editors, publicists, educators, chief executives, and CFDA’s staff.

What came out of this was a new mission statement: *The mission of the Council of Fashion Designers of America is to strengthen the influence and success of American Fashion Designers in the global economy.* It is short and to the point, and is built on four areas of focus: New York Fashion Week, Education, Partnerships, and New York Manufacturing. Our work on these pillars, and everything we accomplished in 2013, is reflected throughout this report.

The CFDA made the decision to take a more active and visible role in managing the New York Fashion Week Calendar. Most notably, we created a new online version of the calendar, titled CFDA NYFWLIST, which was featured via a mobile app, as well as on CFDA.com. The calendar gives people the opportunity to customize and search and sort events by categories, including menswear, womenswear, and location of venue.

A key finding from our work with BCG is strengthening our educational initiatives to support our Members. In addition to once again hosting our Biannual Educational Summit for all of the design schools, this was the year CFDA created CFDA+, a database offering our Membership access to the top vetted design talent in the nation.

The CFDA also restructured and rebranded the Business Services Network, which is now called the Strategic Partnerships Group (SPG). Along with the title change came new business opportunities,



### THE CFDA'S 2013 DIGITAL FOOTPRINT



**TWITTER**  
270,000+ FOLLOWERS



**PINTEREST**  
21,000+ FOLLOWERS



**FACEBOOK**  
177,000+ LIKES

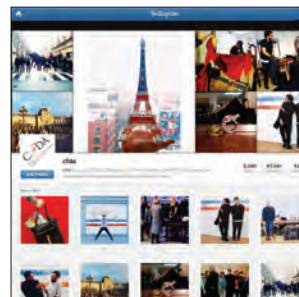
In 2013 the CFDA’s digital channels continued to burgeon through the creation of its distinct voice within the fashion industry. On the night of the CFDA Fashion Awards, the CFDA saw a 10,000-person increase in its following. Users were able to follow the photos on the night of the Awards closely, by perusing the CFDA’s “Insta-wall,” which aggregated all photos from the evening on CFDA.com. The CFDA also continued to push digital boundaries through the creation of never-before-seen innovative tools, such as its launch of Shop the Hangout, in tandem with Google+. Additionally, at the 2013 CFDA/Vogue Fashion Fund Awards, the CFDA and Vogue were some of the first to utilize the Twitter Mirror, a method for distributing photos seamlessly via Twitter. The CFDA also exhibited its digital savvy while allowing followers to gain an intimate look at its Members through a series of “Insta-takeovers,” with CFDA Members and supporters such as Coco Rocha. Consumers and fashion-industry enthusiasts were also able to engage with the CFDA in new ways through the creation of digital contests, such as #CFDAready on Instagram and #CFDAmenswear on Tumblr—where users were encouraged to upload photos of themselves wearing designs by CFDA Members. Lastly, the CFDA continued its color-blocking scheme on Tumblr, and was heralded as one of 30 Tumblrs to Follow in 2013 by *Time* magazine. One thing is for sure—the CFDA’s digital footprint continues to leave indelible marks within the fashion industry—and this is only the beginning.



**GOOGLE+**  
4 MILLION+ FOLLOWERS



**TUMBLR**  
220,000+ FOLLOWERS



**INSTAGRAM**  
100,000+ FOLLOWERS

collaborations, and ideas for our Members and corporate affiliates.

Finally, in partnership with Andrew Rosen, the CFDA launched the Fashion Manufacturing Initiative (FMI), an investment fund to help revitalize the New York City Garment Center and support local manufacturing.

These pillars are at the core of what we at the CFDA do. But we also recognize that we are a family of designers—and so it’s only natural that we will continue to create programs that support designers at every stage of their career lifecycle, the way you support family.

We have much to be proud of as we look back on 2013. We can’t wait to see where our next discussion in Paris will take us this year.

## MEMBERSHIP

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



### NEW MEMBERS (Left to Right)

**Back Row:** Mark Davis, Babi Ahluwalia, Sachin Ahluwalia, Steven Kolb, Monica Paolini, Dao-Yi Chow, Sean Monahan, Grant Krajecki. **Middle Row:** Christian Siriano, Adriano Goldschmied, Victor Lytvinenko, Sarah Lytvinenko, Shane Gabier, Chris Peters, Sofia Sizzi, Greg Armas, Natalie Levy. **Front Row:** Patrik Ervell, Jodie Snyder Morel, Danielle Snyder, Jennifer Fisher, Lisa Salzer, Lisa Perry, Diane von Furstenberg, Daniel Silberman, Erin Beatty, Max Osterweis, Maxwell Osborne.

## THE NEW MEMBERS ARE...

### ALEXANDRE BIRMAN ALEXANDRE BIRMAN

A native of Brazil, Alexandre Birman was born into a family that dominated the South American footwear market. Having his talent nurtured in an environment of shoemakers at a very young age, Birman's first designs were done at his father's factory at the mere age of twelve. Alexandre furthered his studies in Boston and Florence, Italy, before returning home to carry on the family legacy, where he was responsible for designing the youthful and spirited Schutz collection for the next fifteen years. In spring 2008, Alexandre launched Alexandre Birman, which is based in New York; the collection focuses on luxury, extravagance, and sophistication. In 2009 he was honored with *Footwear News's* Vivian Infantino Emerging Talent Award.

### GREG ARMAS ASSEMBLY NEW YORK

Originally a student of fine art and curatorial studies in Los Angeles, designer Greg Armas operated contemporary-art galleries and launched the designer concept boutique Scout L.A. in 2003. Before relocating to New York in 2008, Greg worked as an architectural and retail consultant in Tokyo. He opened Assembly New York on Ludlow Street in 2008, which debuted independent fashion labels from around the world. Greg launched his own collection, which originally featured only menswear in 2009. In the fall of 2012 he expanded the collection to also include womenswear. A vertically integrated company, Assembly New York sews all its garments in New York City, and is currently stocked in over 45 fine retailers worldwide. Greg was a 2012 CFDA/*Vogue* Fashion Fund Finalist.

### CHRISTIAN SIRIANO CHRISTIAN SIRIANO

Christian Siriano attended the Baltimore School for the Arts and studied fashion in London at American InterContinental University. In 2006, during his time in London, Christian was an intern for design and production at both Alexander McQueen and Vivienne Westwood. When he moved to New York

City, Christian became the youngest winner of *Project Runway* (in 2008), after which he launched his namesake collection. Since then, he has presented ten consecutive women's ready-to-wear collections at New York Fashion Week. Additionally, in 2010 Christian cofounded Send the Trend, where he served as chief style curator for all accessories, choosing monthly trends and forecasting for the year. QVC acquired the company in 2011. Through his own line, he has collaborated with Nordstrom, Payless, the Home Shopping Network (HSN), Spiegel, Victoria's Secret, LG Electronics, Starbucks, and Puma, and did costume design for the film *Eloise in Paris*.

#### ADRIANO GOLDSCHMIED CITIZENS OF HUMANITY/GOLDSIGN

Adriano Goldschmied's vision and innovation paved the way for designer denim since he began his career over 35 years ago. He has transformed the idea of denim as a utilitarian item of clothing and established it as a mainstay in pop culture and fashion alike. Adriano facilitated the founding of Diesel in 1978 and launched his own design project, Goldie, in 1979. In 1996, Adriano launched AG Adriano Goldschmied, and a year later joined Citizens of Humanity. The Citizens of Humanity men's collection is inspired by the heritage of denim and has an enduring-yet-contemporary sensibility. This year, under the Goldsign label, Adriano has collaborated with J.Crew and launched the Pure Goldsign capsule collection last summer, both internationally and domestically.

#### SHANE GABIER & CHRISTOPHER PETERS CREATURES OF THE WIND

Creatures of the Wind was founded in 2007 by Shane Gabier and Christopher Peters. Based in New York City and Chicago, Shane and Christopher are both graduates of the School of the Art Institute of Chicago, where they were trained in fashion design, concept, and theory. Shane worked in Antwerp, Belgium, under Dirk Schonberger and Jurgi Persoons as a design assistant and pattern cutter. He is currently a visiting lecturer at the School of the Art Institute of Chicago's department of Fashion Design. Christopher was formerly a studio assistant to artist and designer Nick Cave, focusing on intricate handwork and construction of Cave's Soundsuits. The label's first capsule collection, which debuted in fall 2008, consisted of eight women's looks focused on complex patchworks and craft-based treatments. Spring 2011 marked the duo's first full collection, which has grown to now include an ongoing shoe collaboration with Tabitha Simmons and a seasonal outerwear capsule collection with Sanyo Shokai of Tokyo. Creatures of the Wind has also collaborated with Pamela Love, Erickson Beamon, and Selima Optique. Most

recently, Shane and Christopher were named CFDA/*Vogue* Fashion Fund Runners-Up in 2011, and nominated for the Swarovski Award for Womenswear Design in 2012 and 2013.

#### DANIELLE SNYDER & JODIE SNYDER MOREL DANNIJO

The Snyder sisters grew up in Florida, where, while in middle school, they used their cardiologist father's medical tools to teach themselves how to make jewelry. Danielle went on to Vanderbilt University, where she studied psychology and Spanish, and Jodie attended the University of Florida, where she received her degree in public relations and business. Once the two reunited in New York after graduation, they re-visited their childhood hobby and created a capsule jewelry collection for Danielle's nonprofit, L.W.A.L.A. (Live with a Lifelong Ambition), which raised funds for grassroots initiatives in Africa. (To date, they have raised over \$100,000 for the organization.) Danielle and Jodie recognized the potential and turned their passion for jewelry into a successful brand. Since it launched in 2007, the company has advocated creating sustainable economic opportunities for women in underdeveloped areas of the world. All Dannijo packaging is handmade in Rwanda as part of the company's women's empowerment initiative.

#### SOFIA SIZZI GIULIETTA

Florence native Sofia Sizzi began her career in fashion at the age of twenty, when she got a design position at Gucci. In 2001, Sofia moved to New York and continued as a leading shoe and accessories designer for Donna Karan, and later Calvin Klein Collection. Using this extensive background, Sofia launched her own design-consulting company, Imagina, in 2009, focusing on the luxury-accessories market. After working in the industry for over ten years, Sofia embraced her ready-to-wear dream by launching her own label, Giulietta. Sofia, who has a passion for 1960s cinema, often finds inspiration in classic films. Her collections mix vintage techniques with modern silhouettes, and appear nostalgic yet timeless. Most recently, Sofia was named a 2012 CFDA/*Vogue* Fashion Fund finalist.

#### GRANT KRAJECKI & NATALIE LEVY GREY ANT

In 1998, Grant Krajecki launched Grey Ant, a ready-to-wear collection for men and women that he intended as an affordable alternative to high-end designer clothing. Grouped with the avant-garde designers of the time, Grey Ant was a label that allowed consumers with an acquired taste for camp and eccentricity to indulge. Natalie Levy joined forces with Grant five years later,

and since 2003 the two have worked together to develop and transform the company. The launch and success of their oversize Status frames, and numerous other eyewear styles, prompted the duo to shift away from apparel in 2007. Three years later, Grey Ant moved its operations from Los Angeles to New York. It was one of the twelve brands to participate in the inaugural class of the CFDA {FASHION INCUBATOR} program. By 2011, Grey Ant focused exclusively on luxury eyewear. The brand's aesthetic is now informed by a direct and uncommon approach in which quality and individuality are paramount.

#### JUSTIN SALGUERO & DANIEL SILBERMAN ILLESTEVA

Daniel Silberman and Justin Salguero founded Illesteva in 2009 in response to what they felt was a need for classic eyewear with a Downtown New York aesthetic. Since its inception, the brand has expanded to include umbrellas, handbags, and backpacks. Handcrafted from the highest-quality materials, Illesteva's products are manufactured by some of the world's leading family-run factories in Italy, France, and Germany. By exploring fresh shapes and unexpected motifs, Daniel and Justin push the traditional boundaries of design. A 2012 CFDA/*Vogue* Fashion Fund finalist, Illesteva creates timeless pieces meant to inspire, captivate, and last a lifetime.

#### JENNIFER FISHER JENNIFER FISHER JEWELRY

Jennifer Fisher, a Santa Barbara native, graduated from the University of Southern California with a degree in business marketing and a minor in fine art. Upon graduating in 1993 she began her career in fashion, working in both Los Angeles and New York as a wardrobe stylist for feature films, television shows, and commercials. After ten years of dressing some of the biggest names in Hollywood, Jennifer met her future husband and moved to New York City, where they decided to start a family. When their first child was born, Jennifer wanted a piece of jewelry that not only had his name on it but also expressed her personal style. Unable to find anything that was unique and not mass-produced, she designed her own special piece that reflected the significance of her son's birth. When friends, family, and strangers requested that Jennifer make them pieces of their own, Jennifer Fisher Jewelry was (also) born in 2005. Jennifer was a 2012 CFDA/*Vogue* Fashion Fund Finalist.

#### JENNIFER MEYER JENNIFER MEYER

Jennifer Meyer, a graduate of Syracuse University, began her career at *Glamour* magazine as the beauty and fitness editor in Los Angeles in 1999.

She was responsible for reporting on the newest trends in fashion and beauty products, and served as personal stylist for celebrities in preparation for photo shoots. In February 2001, Jennifer became the manager of entertainment industry public relations at Giorgio Armani, where she created press and photographic opportunities for celebrities, produced fashion-show presentations, and coordinated publicity events. In September 2003, Jennifer accepted the position of vice president of public relations at Ralph Lauren, where she managed all West Coast PR operations, including trafficking showroom samples, working with celebrities, and coordinating fashion for special events, movie premieres, and awards shows. Jennifer, who is self-taught, launched her namesake jewelry line, Jennifer Meyer, in 2005. She oversees and is hands-on about all aspects of the emerging luxury brand. Most recently, Jennifer was named a 2012 CFDA/*Vogue* Fashion Fund runner-up, and was nominated for the 2013 Swarovski Award for Accessories Design.

#### LISA SALZER LULU FROST

In 2004, Lisa Salzer was a senior majoring in art history and sculpture at Dartmouth College when she began to create jewelry. After graduation, Lisa moved to New York City and launched her line, Lulu Frost. The Frost family, led by Lisa's maternal grandmother, Elizabeth Rock Frost, has been involved in the estate-jewelry business for generations. Lisa's work blends antique, vintage, and modern features to re-invent timeless classics. While vintage elements have always played a starring role in Lulu Frost's jewelry, Lisa quickly began taking a fresh approach to her designs, producing original seasonal collections inspired by influences as varied as Native American chieftain adornments, 1960s surfer chicks, and historical muses. In 2009, Lisa created a partnership with J.Crew and has been the longest partner in the company's collaboration series. Most recently, Lisa's collection has evolved to include men's jewelry under the name George Frost. In addition, she collaborated with Michael Bastian to create an exclusive collection, George Frost x Michael Bastian, which was picked up by Barneys Japan, Beams, and H.W. Carter & Sons, among others.

#### MARK DAVIS MARK DAVIS

Although born in Manhattan, Mark Davis spent his formative years in Malaysia. An aesthete since childhood, he was expelled from the International School of Kuala Lumpur for refusing to wear a uniform that he considered ugly. Upon returning to New York, Mark attended the Parsons School of Design, the Fashion Institute of Technology, and

New York University. An internship in the jewelry department at Christie's, followed by a job working with estate jewelry, afforded Mark the opportunity to handle a tremendous number of fine and exceptional jewels. He began designing and producing his first line in 1999, and his aesthetic is frequently described as "future classic." He has built a complete in-house production facility where he conceives, designs, and produces his jewelry using a team of skilled artisans who work under his close direction.

#### GREG CHAIT THE ELDER STATESMAN

Toronto native Greg Chait began his career as an intern to Whitney Houston's personal team at the age of eighteen. He then went to work under the West Coast president of Arista Records, and—after graduation from the University of Arizona, where he created his own degree in communication for the entertainment industry—eventually landed a position at the Firm. While continuing to work at the Firm, Greg and the owners of Australian brand Ksubi decided to launch that label stateside. Ksubi became a global fashion brand with a strong presence and competitive distribution in the United States. Greg, who was a full-time partner by 2004, eventually sold his shares in the company at the beginning of 2007. Working with Ksubi after having entered the fashion world from entertainment marked a crucial turning point in Greg's career—and led him to found The Elder Statesman. The label began with custom blankets, and now, after six years in business, offers a wide range of items, including knit hats, ready-to-wear, accessories, home-interior products, and eyewear, plus an additional line, Tyro by Tes, which offers the same level of integrity and style but at a lower price point. Most recently, Greg was named the winner of the 2012 CFDA/Vogue Fashion Fund.

#### PATRIK ERVELL PATRIK ERVELL

Patrik Ervell graduated from the University of California, Berkeley, with a major in political economy of industrial societies and a minor in art history. Upon graduation, Patrik became an associate editor at *V* magazine in 2001. He then became a menswear designer for Opening Ceremony from 2003 to 2004. At the same time, he was a fashion editor for *VMan*. In 2005, Patrik founded his namesake label, where he currently serves as designer and president. Patrik was nominated for a Swarovski Award for Menswear in 2008, 2009, and 2010, and was a 2010 CFDA/Vogue Fashion Fund runner-up. Most recently, Patrik was nominated for CFDA's Menswear Designer of the Year award in 2011 and 2012.

#### DAO-YI CHOW & MAXWELL OSBORNE PUBLIC SCHOOL

Designers Dao-Yi Chow and Maxwell Osborne, both born and raised in New York, breathe the inspiration and restless energy of the city where they live and work. Public School, the label they founded in 2008, which is designed and produced entirely in New York's Garment District, is redefining the landscape for men's tailored sportswear. Dao-Yi and Maxwell look to find perfection in imperfection, taking classic silhouettes and updating them through a modern lens by mixing high and low references from fashion, music, and art in their work. Their signature pieces, such as a stretch leather-and-ponte vest and an ankle-length slash-pocket trouser, are designed for the culturally convergent modern man. Starting in 2001, Dao-Yi and Maxwell played integral roles in building the menswear brand Sean John, which won the CFDA Menswear Designer of the Year award in 2004. Dao-Yi was vice president of marketing and creative director, and Maxwell oversaw all woven design. In 2010, Public School became one of the twelve brands to participate in the inaugural class of the CFDA {FASHION INCUBATOR} program. The brand won the 2013 CFDA Swarovski Award for Menswear. Most recently, Public School won the 2013 CFDA/Vogue Fashion Fund Award.

#### SARAH & VICTOR LYTVINENKO RALEIGH

Graduates of North Carolina State University in Raleigh, husband and wife Victor and Sarah Lytvinenko began making jeans as a personal project in 2007. In 2008, they launched the Raleigh label. Neither of them comes from a fashion-design background: Sarah drove trucks for Whole Foods and was a freelance graphic and interior designer, while Victor was a line cook at Nobu, a model with DNA, and a semiprofessional soccer player in both the United States and Europe. In 2012, they opened the Raleigh retail store in Manhattan, and have shown during New York Fashion Week for the past four seasons.

#### SACHIN & BABI AHLUWALIA SACHIN + BABI

Sachin and Babi Ahluwalia met while studying at New York's Fashion Institute of Technology in the mid-1990s. At the time, Babi served as Sachin's fit model, further inspiring his vision. As their passion for textiles grew, so did their love for each other, and they realized that they could create something great together. Their elaborate textiles and embroideries have since been used by the industry's most esteemed fashion houses, including Oscar de la Renta, Carolina Herrera,

Yves Saint Laurent, and Nina Ricci. By launching their own ready-to-wear collection in 2010, they aimed to make their precise details, global aesthetic, and eye for couture accessible to the contemporary girl. In addition to Sachin + Babi, the couple runs ANK Embroideries, where they come up with and manufacture designer and couture embroideries, and Ankasa, their luxury home-furnishings brand.

#### SEAN MONAHAN & MONICA PAOLINI SEA NEW YORK

Sean Monahan and Monica Paolini are both from Newburgh, New York, and have been lifelong friends. Sean graduated from Pace University with a degree in business administration and finance, and Monica double-majored in fashion and accessory design at the Fashion Institute of Technology. After college, Sean entered the world of business development, and was responsible for sales, business plans, concept development, and strategic projects. In 2009, Monica, whose history includes nine years as design director at Betsey Johnson and three years at Jill Stuart as head design assistant, joined Sean to launch Sea New York. The two work together to find the theme of each collection, select fabrics and prints, detail designs, merchandise collections, style lookbooks, manage sales and brand strategy, and oversee production and delivery.

#### SUSAN BEISCHEL SKIN

Susan Beischel founded the luxury brand Skin in 2003. She grew up in Wisconsin, and earned her bachelor's degree in retail management at the University of Wisconsin—Madison, from which she graduated with honors in 1982 as an All-American athlete on scholarship. Upon graduation, Susan moved to Chicago, where she was a department manager for Neiman Marcus. In 1988 she became the store manager of Barry's, an independent women's designer-clothing store. She also worked as a buyer for Ultimo. In 1998 she earned an M.B.A. in entrepreneurship from the Kellstadt Graduate School of Business at DePaul University, in Chicago. After graduation, Susan became an apparel sales consultant (from 2001 to 2003) before launching Skin in 2004. Susan currently designs all products, including lingerie, loungewear, sleepwear, and sportswear.

#### ERIN BEATTY & MAX OSTERWEIS SUNO

Max Osterweis first conceived of Suno in 2008 after witnessing postelection violence in Kenya. Utilizing the vast collection of Kenyan *kangas* he had gathered over years of traveling, Max joined forces with Erin Beatty, a Parson's graduate and designer for the Gap and Generra, to launch a

high-end brand with a conscience. Suno has evolved from its original African roots to include production in Kenya, India, Peru, and its home base of New York. The label utilizes the local talent of each country it works in to create a fresh and optimistic collection of unique prints, textures, and embroideries layered together to build a bright and modern wardrobe for a confident, independent woman. Max and Erin were 2011 and 2012 CFDA/Vogue Fashion Fund finalists. In 2012, Suno was also nominated for CFDA's Swarovski Award for Womenswear; in 2013 the brand won that award.

#### TODD SNYDER TODD SNYDER

Iowa native Todd Snyder launched his namesake menswear brand for fall 2011. Inspired by Savile Row craftsmanship, military tailoring, and a distinct New York sensibility, the line has garnered wide critical and commercial praise in the U.S. In 2012, Todd was nominated for the CFDA Swarovski Award for Menswear and named one of *GQ*'s Best New Menswear Designers in America. While studying textile and clothing design at Iowa State University, Snyder learned the art of cutting and sewing at the Des Moines haberdashery Badowers. He spent the following two decades honing his skills in New York, designing outerwear for Polo Ralph Lauren, working as director of menswear at J.Crew, and senior vice president of menswear at J.Crew, where he revamped men's styling, introduced formalwear, and launched a series of collaborations with heritage brands like Timex, Red Wing, Thomas Mason, and Alden that culminated in the popular Liquor Store boutique, which opened in 2008. Most recently, Todd was nominated for the 2013 CFDA Swarovski Award for Menswear.

#### CYNTHIA VINCENT TWELFTH STREET BY CYNTHIA VINCENT

Cynthia Vincent earned a M.A.G.I.C. scholarship to attend Otis Art Institute of the Parsons School of Design in Los Angeles. Her early start as a student fashion designer was marked by considerable recognition when she received the Silver Thimble Award from Ann Cole. In 1998 she launched St. Vincent and continued the label until 2002. That year, Cynthia became the founding designer for her namesake label, Vince, and oversaw all aspects of branding, logo creation, and the launch of the brand. In 2003 she founded and launched Twelfth Street by Cynthia Vincent. In the past ten years, she has grown the collection from women's ready-to-wear to include a line of shoes, handbags, and small leather goods. In 2011 and 2012 she developed an exclusive line for QVC called CV by Cynthia Vincent, and opened her flagship boutique in the Nolita neighborhood of New York City.



#### NEW MEMBERS PARTY

**11.9** Lisa Perry hosted an intimate celebration feting the CFDA's 32 new Members at her home on Thursday, November 9. The newest crop of Members are unique and have entered the organization at varying stages of the designer lifecycle. An introductory roll call was instigated by CFDA President Diane von Furstenberg to kick off the evening and further highlighted the range of categories that this newest group represents. From womenswear to accessories and denim to menswear, this talented group of designers is integral to shaping the American fashion industry.



PRABAL GURUNG



DEBORAH LLOYD



ASHLEY OLSEN

## BIANNUAL MEMBERSHIP MEETINGS

**4.18 + 11.12** The CFDA elected three new additions to the Board: **Prabal Gurung**, **Deborah Lloyd**, and **Ashley Olsen**. These CFDA Members will replace Emeritus Board Members **Kenneth Cole**, **Yeohlee Teng**, and **Isabel Toledo**. They were elected by current Board Members, and upon accepting their nomination, were ratified by the Membership in the Fall Biannual Membership Meeting. The CFDA Board of Directors provides governance to the organization, oversees operations, and supports CFDA initiatives and planning efforts.

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 a time for Members to interact and socialize with one another. Both meetings took place at the CFDA offices at 65 Bleecker Street in New York. At the April meeting, the CFDA announced that it had hired Boston Consulting Group to evaluate the organization's strengths (and shortcomings) based on feedback from the Membership and industry partners, as well as to work on a revised mission statement. During the November Biannual Membership Meeting, the following items were discussed: New York Fashion Week, the development of the Culture Shed, the Fashion Manufacturing Initiative (FMI), and CFDA sustainability efforts. Special guests Eva Kruse and Jonas Eder-Hansen of the Danish Fashion Institute gave a presentation at the end of the event on sustainability and the key steps they have taken. We encourage all CFDA Members to attend these meetings, which are a rare opportunity to address ideas and discuss issues as a group.



### IN MEMORIAM: LILLY PULITZER

On April 8, 2013, CFDA Member Lilly Pulitzer passed away at the age of 81 at her Palm Beach, Florida, home. When Ms. Pulitzer first moved to Palm Beach and was selling juices made from the oranges and grapefruits from her family's groves, she found herself covered in citrus pulp at the end of each day. The iconic shift dress, featuring the bold and colorful prints that she is now so famous for, was originally designed to conceal the fruit stains. The label would eventually expand to include resort-ready swimsuits, children's clothing, menswear, and home goods. The CFDA will remember Lilly Pulitzer for her fanciful and iconic brand, which will live on in the eighteen company-operated retail stores, more than 70 signature stores, major department stores, and wholesale retailers in the United States, Canada, and the Cayman Islands.

## CURRENT MEMBERSHIP ROSTER 453 AS OF 12.31.2013

Amsale Aberra	Greg Chait	Dana Foley	Fiona Kotur Marin	Carlos Miele	Laura Poretzky	Gunnar Spaulding	<b>BOARD OF DIRECTORS</b>
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Ron Anderson	Peter Cohen	Justin Giunta	Richard Lambertson	Jeffrey Monteiro	Narciso Rodriguez	Robert Stock	Anna Sui
Miho Aoki	Kenneth Cole	Adriano Goldschmied	Adrienne Landau	Claude Morais	Robert Rodriguez	Robert Stock	Robert Rodriguez
Greg Armas	Liz Collins	Gary Graham	Liz Lange	Paul Morelli	Robert Rodriguez	Robert Stock	Robert Rodriguez
Nak Armstrong	Michael Colovos	Nicholas Graham	Ralph Lauren	Robert Lee Morris	Jackie Rogers	Robert Stock	Jackie Rogers
Brian Atwood	Nicole Colovos	Nicholas Graham	Eunice Lee	Miranda Morrison	Pamella Roland	Robert Stock	Pamella Roland
Lisa Axelson	Sean Combs	Rogan Gregory	Larry Leight	Rebecca Moses	Charlotte Ronson	Robert Stock	Charlotte Ronson
Lubov Azria	Rachel Comey	Henry Grethel	Nanette Lepore	Kate Mulleavy	Lela Rose	Robert Stock	Lela Rose
Max Azria	Martin Cooper	Ulrich Grimm	Michael Leva	Laura Mulleavy	Kara Ross	Robert Stock	Kara Ross
Yigal Azrouel	Anna Corinna Sellinger	Joy Gryson	Sandra Muller	Sandra Muller	Ippolita Rostagno	Robert Stock	Ippolita Rostagno
Mark Badgley	Maria Cornejo	George Gublo	Monique Lhuillier	Matt Murphy	Christian Roth	Robert Stock	Christian Roth
Michael Ball	Esteban Cortazar	Prabal Gurung	Andrea Lieberman	Blake Mycoskie	Cynthia Rowley	Robert Stock	Cynthia Rowley
Jeffrey Banks	Francisco Costa	Scott Hahn	Phillip Lim	Gela Nash-Taylor	Rachel Roy	Robert Stock	Rachel Roy
Leigh Bantivoglio	Victor Costa	Jeff Halmos	Johan Lindeberg	Josie Natori	Sonja Rubin	Robert Stock	Sonja Rubin
Jhane Barnes	Jeffrey Costello	Douglas Hannant	Marcella Lindeberg	LeAnn Nealz	Ralph Rucci	Robert Stock	Ralph Rucci
John Bartlett	Christian Cota	Cathy Hardwick	Adam Lippes	Charlotte Neuville	Kelly Ryan	Robert Stock	Kelly Ryan
Victoria Bartlett	Erica Courtney	Karen Harman	Deborah Lloyd	Irene Neuwirth	Jamie Sadock	Robert Stock	Jamie Sadock
Gaby Basora	Steven Cox	Johnson Hartig	Elizabeth Locke	David Neville	Selima Salau	Robert Stock	Selima Salau
Dennis Basso	Keren Craig	Sylvia Heisel	Dana Lorenz	Justin Salguero	Justin Salguero	Robert Stock	Justin Salguero
Michael Bastian	Philip Crangi	Joan Helporn	Nili Lotan	Lisa Salzer	Lisa Salzer	Robert Stock	Lisa Salzer
Shane Baum	Angela Cummings	Stan Herman	Pamela Love	Angel Sanchez	Angel Sanchez	Robert Stock	Angel Sanchez
Bradley Bayou	Emily Current	Lazaro Hernandez	Tina Lutz	Behnaz Sarafpour	Behnaz Sarafpour	Robert Stock	Behnaz Sarafpour
Vicki Beamon	Carly Cushnie	Carolina Herrera	Jenna Lyons	Janis Savitt	Janis Savitt	Robert Stock	Janis Savitt
Erin Beatty	Sandy Dalal	Tommy Hilfiger	Sarah Lytvinenko	Kerry O'Brien	Kerry O'Brien	Robert Stock	Kerry O'Brien
Susan Beischel	Robert Danes	Carole Hochman	Victor Lytvinenko	Michelle Ochs	Michelle Ochs	Robert Stock	Michelle Ochs
Stacey Bendet	Mark Davis	Mara Hoffman	Bob Mackie	Ashley Olsen	Ashley Olsen	Robert Stock	Ashley Olsen
Richard Bengtsson	Donald Deal	Swaim Hutson	Jeff Mahshie	Mary-Kate Olsen	Mary-Kate Olsen	Robert Stock	Mary-Kate Olsen
Chris Benz	Oscar de la Renta	Sang A Im-Propp	Catherine Malandrino	Sigrid Olsen	Sigrid Olsen	Robert Stock	Sigrid Olsen
Magda Berlener	Louis Dell'Olio	Alejandro Ingelmo	Maxwell Osborne	Luca Orlandi	Luca Orlandi	Robert Stock	Luca Orlandi
Coomi Bhasin	Pamela Dennis	Marc Jacobs	Colette Malouf	George Sharp	George Sharp	Robert Stock	George Sharp
Alexandre Birman	Lyn Devon	Henry Jacobson	Isaac Manevitz	Max Osterweis	Marcia Sherrill	Robert Stock	Marcia Sherrill
Alexis Bittar	Kathryn Dianos	Eric Javits, Jr.	Melissa Joy Manning	Ariel Ovadia	Sam Shipley	Robert Stock	Sam Shipley
Kenneth Bonavita	Rachel Dooley	Lisa Jenks	Robert Marc	Shimon Ovadia	Tadashi Shoji	Robert Stock	Tadashi Shoji
Sully Bonnelly	Keanan Duffy	Betsey Johnson	Mary Jane Marcasiano	Rick Owens	Kari Sigerson	Robert Stock	Kari Sigerson
Eddie Borgo	Randolph Duke	Alexander Julian	Mary Jane Marcasiano	Thakoon Panichgul	Daniel Silberman	Robert Stock	Daniel Silberman
Monica Botkier	Stephen Dweck	Gemma Kahng	Lana Marks	Monica Paolini	Daniel Silver	Robert Stock	Daniel Silver
Marc Bouwer	Marc Ecko	Norma Kamali	Paul Marlow	Gregory Parkinson	Howard Silver	Robert Stock	Howard Silver
Barry Bricken	Libby Edelman	Donna Karan	Deborah Marquit	Marcia Patmos	Tabitha Simmons	Robert Stock	Tabitha Simmons
Thom Browne	Sam Edelman	Jen Kao	Jana Matheson	John Patrick	Michael Simon	Robert Stock	Michael Simon
Dana Buchman	Lola Ehrlich	Kasper	Lisa Mayock	Edward Pavlick	George Simonton	Robert Stock	George Simonton
Andrew Buckler	Mark Eisen	Ken Kaufman	Anthony Thomas Melillo	Monique Péan	Paul Sinclair	Robert Stock	Paul Sinclair
Sophie Buhai	Meritt Elliott	Shaun Kearney	Jessica McClintock	Gabriela Perezutti	Christian Siriano	Robert Stock	Christian Siriano
Tory Burch	Karen Erickson	Anthony Keegan	Jack McCollough	Patty Perreira	Sofia Sizzi	Robert Stock	Sofia Sizzi
Stephen Burrows	Patrik Ervell	Rod Keenan	Mary McFadden	Lisa Perry	Pamela Skaist-Levy	Robert Stock	Pamela Skaist-Levy
Anthony Camargo	George Esquivel	Pat Kerr	Kimberly McDonald	James Perse	Michael Smaldone	Robert Stock	Michael Smaldone
Vince Camuto	Steve Fabrikant	Naeem Khan	Mark McNairy	Christopher Peters	Amy Smilovic	Robert Stock	Amy Smilovic
Kevin Carrigan	Carlos Falchi	Barry Kieselstein-Cord	David Meister	Thuy Pham	Michelle Smith	Robert Stock	Michelle Smith
Liliana Casabal	Pina Ferlisi	Eugenia Kim	Jonathan Meizler	Robin Piccone	Danielle Snyder	Robert Stock	Danielle Snyder
Edmundo Castillo	Luis Fernandez	Adam Kimmel	Andreas Melbostad	Mary Ping	Jodie Snyder	Robert Stock	Jodie Snyder
Jean-Michel Cazabat	Erin Fetherston	Calvin Klein	Gilles Mendel	Maria Pinto	Maria Snyder	Robert Stock	Maria Snyder
Salvatore Cesarani	Andrew Fezza	Gene Meyer	Gene Meyer	Jill Platner	Todd Snyder	Robert Stock	Todd Snyder
Richard Chai	Cheryl Finnegan	Jennifer Meyer	Jennifer Meyer	Linda Platt	Mimi So	Robert Stock	Mimi So
Julie Chaiken	Eileen Fisher	Monica Rich Kosann	Monica Rich Kosann	Tom Platt	Peter Som	Robert Stock	Peter Som
	Jennifer Fisher			Alexandre Plokhov	Kate Spade	Robert Stock	Alexandre Plokhov

## EDUCATION

## INITIATIVES

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 the early stage of their careers. In addition to several scholarship competitions, which provide merit-based financial awards for tuition and educational expenses, various other initiatives have been developed to support the educational process, help ease the transition from student to professional designer, and provide resources and support to emerging designers to help them grow and sustain their business.

## CFDA SCHOLARSHIP PROGRAM

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

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

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

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



MICHELLE OCHS



SAM SHIPLEY

### FASHION EDUCATION SUMMIT

1.18 The CFDA hosted its second-annual Fashion Education Summit for its 21 participating schools. This year's primary topic of discussion was how best to adequately prepare fashion design graduates to meet ever-changing industry expectations. Opening remarks were delivered by CFDA President **Diane von Furstenberg**, in which she emphasized how essential it is that students be properly trained and have proficiency in the various skills necessary to support the American fashion industry. The CFDA also invited human resources experts from Derek Lam, Diane von Furstenberg and J.Crew, as well as CFDA Members **Sam Shipley** and **Michelle Ochs**, to discuss what they are looking for when hiring.

### AVENUES TO INDUSTRY

Avenues to Industry is an advisory program that addresses some of the difficulties students typically face when transitioning from academia to their first jobs. Advisors at these group tutorials provide industry insights, practical advice, and critical evaluations. Graduates have the opportunity for an open discussion while their design portfolios receive individual attention and direction. CFDA invited graduates from the areas of menswear, womenswear, and accessories design to utilize our experience in portfolio-building, interview skills, and industry awareness. The CFDA hosted seminars for those who have graduated within the past twelve to 36 months from a BFA, MFA, or equivalent fashion-design program at one of our participating schools. At an initial meeting, portfolios and résumés were reviewed, and students shared experiences and concerns. A follow-up session was scheduled for one month later, where CFDA assessed progress and addressed any specific issues.



ELIZABETH MEIKLEJOHN

SHIN YOUNG JANG

YANAN ZHAO

ESTHER SHIM

PETER DO

HANNAH KIM

ELAN BYRD

#### CFDA SCHOLARSHIP COMMITTEE 2013

TESS GIBERSON  
JEFF HALMOS  
CHRISTOPHER KUNZ  
IPPOLITA ROSTAGNO  
LISA SMILOR  
ARAKS YERAMYAN  
GERARD YOSCA  
ITALO ZUCHELLI

#### \$10,000 AWARD WINNERS

PETER DO  
FASHION INSTITUTE OF TECHNOLOGY

HANNAH KIM  
FASHION INSTITUTE OF TECHNOLOGY

ELIZABETH MEIKLEJOHN  
RHODE ISLAND SCHOOL OF DESIGN

#### \$5,000 AWARD WINNERS

ESTHER SHIM\*  
ACADEMY OF ART UNIVERSITY

YANAN ZHAO  
FASHION INSTITUTE OF TECHNOLOGY

ELAN BYRD  
PARSONS THE NEW SCHOOL FOR DESIGN

SHIN YOUNG JANG  
PARSONS THE NEW SCHOOL FOR DESIGN

\*Clara Hancox Scholarship Award for Menswear

➤ The CFDA Scholarship Committee reviewed a total of 58 portfolios this year. 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 to be used toward the students' senior year of study.

#### HONORABLE MENTIONS

In addition to presenting scholarship awards, the Scholarship Committee recognized and presented three students with Honorable Mention certificates.

RACHEL BORGHARD  
PRATT INSTITUTE

PHILIP KNAPP  
COLUMBIA COLLEGE OF CHICAGO

ARTHUR THAMMAVONG  
OTIS COLLEGE OF ART & DESIGN

#### THE FOLLOWING SCHOOLS WERE INVITED TO PARTICIPATE IN THE CFDA SCHOLARSHIP PROGRAM IN 2013:

ACADEMY OF ART UNIVERSITY  
SAN FRANCISCO, CALIFORNIA

CALIFORNIA COLLEGE OF THE ARTS  
SAN FRANCISCO, CALIFORNIA

COLUMBIA COLLEGE OF CHICAGO  
CHICAGO, ILLINOIS

COLUMBUS COLLEGE OF ART AND DESIGN  
COLUMBUS, OHIO

DREXEL UNIVERSITY  
PHILADELPHIA, PENNSYLVANIA

FASHION INSTITUTE OF TECHNOLOGY  
NEW YORK, NEW YORK

KENT STATE UNIVERSITY  
KENT, OHIO, AND NEW YORK, NEW YORK

MASSACHUSETTS COLLEGE OF ART AND DESIGN  
BOSTON, MASSACHUSETTS

MIAMI INTERNATIONAL UNIVERSITY OF ART AND DESIGN  
MIAMI, FLORIDA

OTIS COLLEGE OF ART AND DESIGN  
LOS ANGELES, CALIFORNIA

PARSONS THE NEW SCHOOL FOR DESIGN  
NEW YORK, NEW YORK

PHILADELPHIA UNIVERSITY  
PHILADELPHIA, PENNSYLVANIA

PRATT INSTITUTE  
NEW YORK, NEW YORK

RHODE ISLAND SCHOOL OF DESIGN  
PROVIDENCE, RHODE ISLAND

SAVANNAH COLLEGE OF ART AND DESIGN  
SAVANNAH AND ATLANTA, GEORGIA

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO  
CHICAGO, ILLINOIS

SYRACUSE UNIVERSITY  
SYRACUSE, NEW YORK

UNIVERSITY OF CINCINNATI  
CINCINNATI, OHIO

VIRGINIA COMMONWEALTH UNIVERSITY  
RICHMOND, VIRGINIA



## LIZ CLAIBORNE DESIGN SCHOLARSHIP

In 2009, CFDA and Art Ortenberg—Liz Claiborne's husband and business partner—established the Liz Claiborne Design Scholarship, a special supplemental award within the CFDA's existing Scholarship Program. This program recognizes the important contribution that Liz Claiborne made to the fashion industry, and brings her innovative design aesthetic into the classrooms of the U.S.'s leading design colleges and universities.

A teaching curriculum specifically formulated 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 lifestyles and needs of women, given the current culture and world in which they live and work. The award is based solely on merit, as judged by a panel of prestigious industry experts. It must be used toward the student's senior-year tuition and/or educational expenses. The 2013 winner, Katherine Absher, was announced at the annual CFDA Fashion Awards in June.

**LIZ CLAIBORNE DESIGN SCHOLARSHIP WINNER**

**KATHERINE ABSHER**  
SAVANNAH COLLEGE OF ART AND DESIGN

**HONORABLE MENTION**

**TRANG LE**  
ACADEMY OF ART UNIVERSITY

**JESSICA DEVRIES**  
FASHION INSTITUTE OF TECHNOLOGY

**LIZ CLAIBORNE DESIGN SCHOLARSHIP SELECTION COMMITTEE**

**GABY BASORA**  
**DANA BUCHMAN**  
**GARY GRAHAM**  
**VAN LUPU**  
**MICHAEL SMALDONE**  
**LISA SMILOR**



## GEOFFREY BEENE DESIGN SCHOLARSHIP

In 2007, a generous endowment from the Geoffrey Beene Foundation allowed the CFDA to expand its Scholarship Program and establish the prestigious Geoffrey Beene Design Scholarship, which brings the work of the legendary American fashion designer into the classrooms of the country's leading design colleges and universities.

A specialized teaching curriculum challenges students to look beyond conforming to trends and the practicality of business in order to advance the art form. Each year, a Geoffrey Beene Design Scholar is selected and receives \$25,000 to help defray senior-year tuition and educational expenses. This competitive award is based solely on merit, as judged by a panel of leading industry experts. The 2013 winner, Justin Chu, was announced at the CFDA Fashion Awards in June.

**GEOFFREY BEENE DESIGN SCHOLARSHIP WINNER**

**JUSTIN CHU**  
PARSONS THE NEW SCHOOL FOR DESIGN

**HONORABLE MENTION**

**PETER DO**  
FASHION INSTITUTE OF TECHNOLOGY

**AILE HUA**  
ACADEMY OF ART UNIVERSITY

**GEOFFREY BEENE DESIGN SCHOLARSHIP SELECTION COMMITTEE**

**ALEXA ADAMS**  
**FLORA GILL**  
**CLAUDE MORAIS**  
**RUSSELL NARDOZZA**  
**NARCISO RODRIGUEZ**  
**LISA SMILOR**  
**ANNA SUI**  
**BRIAN WOLK**



## CFDA/TEEN VOGUE SCHOLARSHIP, IN PARTNERSHIP WITH TARGET

Erin Robertson, a student at Massachusetts College of Art and Design, was selected as the 2012 Target Fashion Scholar in November 2012. In 2013, Target provided Erin with several first-hand industry experiences to support her junior year of studies.

**3.14** Erin spent a day at Target Headquarters in Minneapolis, meeting with various design departments and shadowing designers throughout their daily routine.

**6.3** A mini internship with **Lela Rose** was arranged, providing Erin with an insider's glimpse of a day in the life at this CFDA Member's fashion company.

**6.3** As a special guest of Target, Erin attended the CFDA Awards, where she was announced as the 2012 CFDA/Teen Vogue Fashion Scholar.

**10.18-10.20** Teen Vogue's Fashion U, where Erin attended seminars and workshops led by some of the industry's most prominent designers and experts.

**CFDA/TEEN VOGUE SCHOLARSHIP SELECTION COMMITTEE REPRESENTATIVES FROM TARGET, TEEN VOGUE, AND CFDA, INCLUDING DESIGNERS EDDIE BORGO AND LELA ROSE**

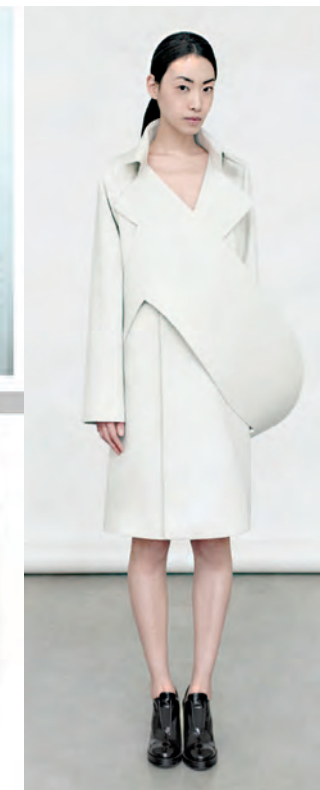


### VISITING DESIGNER PROGRAM

CFDA Members who are actively involved in the CFDA's Educational Initiatives volunteer to travel to one or more of our 21 participating schools to meet with students and faculty, and to perform in-class portfolio critiques, as well as share their own stories and industry experience with the department. This year, CFDA Members **Doo-Ri Chung** visited Rhode Island School of Design (RISD), **Peter Som** visited Drexel University, **Miranda Morrison** visited Massachusetts College of Art and Design, and **Tracy Reese** visited the University of Cincinnati.



FABRICATION



The CFDA+ certification was created to recognize the best of the emerging talent coming from the fashion-design programs at our 21 participating schools. With the intent to showcase the students' learned skills, CFDA has developed a platform where the industry can view the top tier of American design talent. The certification supports all aspects of the design process, acknowledging accomplishments in the areas of: research and concept, design, artisanal/craft/textile, construction/technical abilities, illustration, digital expertise, color, mastery of fabric and/or technique.

Schools were invited to submit qualified fashion-design students graduating with a BFA or MFA degree, or the equivalent, as of May 2013. Interviews were conducted with candidates to learn more about their skills, desires, and interests. The final selection and announcement of CFDA+ designers was then presented to the CFDA Membership and featured on CFDA.com. In addition, these designers were presented with a CFDA+ certificate, and will be able to list this honor on their résumés.



{ FASHION INCUBATOR }

The CFDA {FASHION INCUBATOR} is a business-development program that provides a creative professional environment to foster promising fashion talent. By offering low-cost studio space in the heart of the Garment District, business mentoring, educational seminars, and networking opportunities, the program helps designers to reach their full potential and become an integral part of the New York fashion community. Participating designers were chosen by members of the Selection Committee, which is composed of fashion-industry experts, including retailers, editors, and business leaders.



2012-2014 PARTICIPATING DESIGNERS

**ARI DEIN**  
ARIELLE SHAPIRO  
**BURKMAN BROS**  
BEN AND DOUG BURKMAN  
**DANIEL VOSOVIC**  
DANIEL VOSOVIC  
**EMANUELA DUCA**  
EMANUELA DUCA  
**ISAORA**  
MARC DANIELS AND RICKY HENDRY  
**JONATHAN SIMKHAJ**  
JONATHAN SIMKHAJ  
**NUMBER.LAB**  
GREG LAWRENCE  
**REECE HUDSON**  
REECE SOLOMON AND MAX STEIN  
**TIMO WEILAND**  
ALAN ECKSTEIN AND TIMO WEILAND  
**WHIT**  
WHITNEY POZGAY

BUSINESS MENTORS

**STEVEN ALAN**  
STEVEN ALAN  
**KYLE ANDREW**  
KATE SPADE NEW YORK  
**JEFFRY ARONSSON**  
ARONSSON GROUP  
**RENEE BARLETTA**  
KCD  
**ROBERT BERGMAN**  
BERGMAN ASSOCIATES  
**ARI BLOOM**  
A2B VENTURES  
**MALCOLM CARFRAE**  
CALVIN KLEIN INC.  
**SHIRA CARMİ**  
LAUNCH COLLECTIVE  
**MARSHALL CHEEK**  
KATE SPADE NEW YORK

**ELIZABETH CHUNG**  
CONSULTANT  
**PAUL DONAHER**  
LAIRD + PARTNERS  
**TRISH DONNELLY**  
STEVEN ALAN  
**CINDY EDELSTEIN**  
JEWELER'S RESOURCE BUREAU  
**JOSEPH FERRARA**  
FERRARA MANUFACTURING  
**RAMYA GIANGOLA**  
GOGOLUXE  
**ESTEBAN GOMEZ**  
CONSULTANT  
**DOUGLAS HAND**  
HAND, BALDACHIN & AMBURGEY, LLP  
**JAYNE HARKNESS**  
CONSULTANT  
**KEVIN HARTER**  
BLOOMINGDALE'S  
**MIKI HIGASA**  
KALEIDOSCOPE

**LAURA HOLLIDAY**  
RENT THE RUNWAY  
**MICHAEL ISAACMAN**  
MACK WELDON  
**ERIC JENNINGS**  
SAKS FIFTH AVENUE  
**SUSAN JOY**  
SUSAN JOY STUDIO  
**TONY KING**  
KING & PARTNERS  
**CINDY KRUPP**  
KRUPP GROUP  
**ASLAUG MAGNUSDOTTIR**  
TINKER TAILOR  
**LISA METCALFE**  
SKAIST-TAYLOR  
**CHRISTINE PARK**  
TIME'S ARROW  
**ROOPAL PATEL**  
ROOPAL PATEL CONSULTING  
**ANDREW POLLARD**  
CONSULTANT

**DAVID REES**  
TEN THOUSAND THINGS  
**SHAN REDDY**  
REDLINE CONSULTING  
**KAREN ROBINOVITZ**  
DIGITAL BRAND ARCHITECTS  
**PAUL ROGERS**  
INDUSTRY GROUP  
**DANIEL SILVER**  
DUCKIE BROWN  
**SUSAN SOKOL**  
SUSAN SOKOL CONSULTING  
**BERYL SOLOMON**  
CONSULTANT  
**BROOKS THOMAS**  
BROOKS THOMAS GROUP  
**APRIL UCHITEL**  
CONSULTANT  
**GARY WASSNER**  
HILLDUN CORPORATION



ARIELLE SHAPIRO

W HOTELS INSPIRATION TRIPS

In September 2012 the {FASHION INCUBATOR} announced a new partnership with W Hotels Worldwide. Throughout the month of March 2013, each of the designers had the opportunity to travel to the international destination of his or her choice. The designers were exposed to international markets in places ranging from Bali to Bangkok to Istanbul to St. Petersburg, and gathered inspiration for their spring/summer 2014 collections. The W Hotels teams in each of the cities set up special press events and exclusive excursions for every brand.



{FASHION INCUBATOR} DESIGNERS WITH KEN DOWNING



JONATHAN SIMKHAJ (BELOW)

W HOTELS DALLAS SHOWCASE

5-13-5-15 In May, the designers of {FASHION INCUBATOR} brands had the opportunity to travel to Dallas for the second W Hotels Domestic Showcase: Arielle Shapiro of Ari Dein, Reece Solomon and Max Stein of Reece Hudson, Timo Weiland and Alan Eckstein of Timo Weiland, and Jonathan Simkhaj of Jonathan Simkhaj.

Over the course of three days, the designers fully experienced the city and learned about the market, the influential retail community, and the Dallas customer. Ken Downing, senior vice president and fashion director of Neiman Marcus, and Gabrielle DePapp, vice president of PR and special events for the company, gave a private tour of their landmark downtown store and hosted a lunch for the participants. Brian Bolke, owner of Forty Five Ten, also gave the designers a tour of his store and spent an hour talking to them about the buying habits and lifestyles of his customers.

The trip culminated with a fashion-show luncheon hosted by Nasiba Adilova, Gabrielle DePapp, Ken Downing, Steven Kolb, and Roopal Patel. Later that evening, right before a Texas-style tornado made its way into Dallas, there was a cocktail party and fashion presentation hosted by Suzanne Droese, Meghan Looney, Jessica Nowitski, Dareth Trenary, Lauren Hill, Nini Nguyen, Nile Nussbaumer, and Lucy Wrubel.

Each designer presented a selection of looks from his or her most recent collection to the top retailers, social influencers, and editors in Dallas.



JONATHAN SIMKHAJ

JOSH PESKOWITZ AND KEVIN HARTER

ROOPAL PATEL

MARKET DAY

2.13+9.11 Every season during New York Fashion Week, CFDA hosts an open house for the {FASHION INCUBATOR} designers, where the industry's top retailers, editors, bloggers, stylists, and business executives are invited to the CFDA {FASHION INCUBATOR} to see the designers' most recent collections.



ANDREW ROSEN, TIMO WEILAND, AND ALAN ECKSTEIN



BEN BURKMAN, AMBER VALLETTA, AND DOUG BURKMAN



AN EVENING WITH STACEY BENDET

AN EVENING WITH PHILLIP LIM



LINDA EVANGELISTA



PHILLIP LIM



LINDA EVANGELISTA AND WHITNEY POZGAY



STACEY BENDET



{FASHION INCUBATOR} DESIGNERS WITH PHILLIP LIM AND WEN ZHOU

## AN EVENING WITH...

As a creative supplement to the business-development programming, the CFDA organizes a series called "An Evening with..." in which renowned CFDA Members host the {FASHION INCUBATOR} designers at their studio and tell the story of their business and growth of their brand, as well as lessons they learned along the way. The CFDA Members customize their storytelling session to introduce the designers to their world, and give them an opportunity to see the variety of ways that a business can be created and thrive. In 2013, CFDA included industry icons such as Linda Evangelista in the series.

- 3.20 DIANE VON FURSTENBERG
- 5.9 LINDA EVANGELISTA
- 7.24 STACEY BENDET
- 7.30 PHILLIP LIM AND WEN ZHOU

### KAREN HARVEY STORYTELLING WORKSHOP

4.25 - 4.26 The {FASHION INCUBATOR} designers participated in a two-day workshop led by the top luxury consultant Karen Harvey, in which she taught them how to develop and articulate their brand story to various audiences. "She was incredibly helpful in identifying common areas of difficulty in our storytelling, and recommended helpful ways to address that," said Whitney Pozgay of Whit.

### E-COMMERCE STRATEGY FOR DESIGNER BRANDS

1.9 Continuing the CFDA's initiative to help the {FASHION INCUBATOR} designers develop e-commerce platforms, Aslaug Magnúsdóttir, then of Moda Operandi, hosted a seminar titled "E-commerce Strategy for Designer Brands," during which she discussed analytics, fulfillment, customer service, marketing, and site-optimization strategies. "Not only was she knowledgeable about her topic to an incredible degree but she was also the best yet at scaling her experience down for our community of young designers," said Max Stein of Reece Hudson. "She offered clear and concise options and goals for those with a small budget."

ALAN ECKSTEIN AND MARC DANIELS IN KAREN HARVEY'S WORKSHOP



JONATHAN SIMKHAI AND KAREN HARVEY



ALAN ECKSTEIN, TIMO WEILAND, KAREN HARVEY, AND JONATHAN SIMKHAI

DANIEL VOSOVIC, DOUG BURKMAN, AND ARIELLE SHAPIRO



MAX STEIN, ALAN ECKSTEIN, AND MARC DANIELS

## 2013 PROGRAMMING

In addition to the aforementioned events, CFDA also hosted the following workshops and seminars for the {FASHION INCUBATOR} designers as part of the business-development programming:

- 1.22 "SOCIAL MEDIA STRATEGY," with Digital Brand Architects
- 6.11 "MANAGEMENT STRATEGIES FOR SMALL TEAMS," with Kristy Hurt Consulting
- 8.8 "WORKING WITH A SHOWROOM," with Elizabeth Chung, Trish Donnelly, and April Uchitel
- 9.20 "SALES & SHOWROOMS," with Betsee Isenberg
- 10.15 "EXIT STRATEGY SERIES," with Eric Gural, Matthew Mandell, Doug Hand, and Robin Zendell
- 10.21 - 12.6 "FOUNDATION SERIES," with Christine Park, Shan Reddy, Lisa Metcalfe, and April Uchitel

CFDA's ongoing Professional Development programming provides Members with relevant, practical information that they can put to use to operate their businesses more effectively, while also helping them to gain valuable insights and develop strategy for growth. Panel discussions, lectures, and workshops address topics including, but not limited to: branding, communications, e-commerce, entering international markets, domestic and international trademarks, marketing, PR, social media, seeking investment, employment law, and more. If you have an idea for future programming, please contact Lisa Smilor.

**HARVARD BUSINESS SCHOOL PARTNERSHIP**

In an effort to expand the CFDA's Professional Development programming, a partnership was formed with Harvard Business School (HBS) wherein CFDA Members worked with an MBA student as part of a full-time summer internship.



NYU STERN SCHOOL OF BUSINESS PARTICIPATING 2013 MBA STUDENTS

**MBA PARTNERSHIPS**

Established in September 2011 with New York University's Stern School of Business, the CFDA's MBA Program continued throughout 2013 and expanded to also include Columbia Business School. The program pairs CFDA Members and {FASHION INCUBATOR} designers with MBA students, and together they work on a customized business project. Projects have included retail-optimization plans, e-commerce launch strategies with budgets and projections, licensing deals, market and channel analysis, and business plans. The work done by the MBAs is complemented and managed by a group of CFDA-assigned industry advisors.

Six CFDA Members and five {FASHION INCUBATOR} designers participated in the spring session: Daniel Vosovic, **John Bartlett**, Jonathan Simkhai, **Jesse Randall**, **Melissa Joy Manning**, Reece Solomon and Max Stein, **Rogan Gregory** and **Scott Hahn**, **Tess Giberson**, and Whitney Pozgay. A total of 26 brands have participated in the program to date.



PETER ARNOLD

EMILIE RUBINFELD AND MIRIAM MARTZ

**4.22** In April, the CFDA traveled to Harvard Business School (HBS) with **Steven Alan** and Trish Donnelly, president of Steven Alan, and CFDA advisor Ari Bloom to present summer-internship opportunities in the American fashion industry to HBS's Retail and Luxury Goods Club.

In summer 2013, internships included placements at Carolina Herrera and Kate Spade New York. The CFDA worked with James Kuerschner, an HBS graduate, to develop a study that evaluated international new-market entry for our Members, sizing and assessing markets, identifying local partnerships, and evaluating risks and returns. He conducted forty interviews with the American fashion industry's top executives, retailers, and consultants.

Kuerschner presented his findings to a group of CEOs and CFDA Members alongside industry veterans Peter Arnold (president, Cynthia Rowley), Aslaug Magnusdottir (former CEO, Moda Operandi), and Kwesi Blair (vice president, Robert Burke Associates). Topics included developing an international brand, exploring new growth markets, expanding e-commerce, and finding the right partners.



PRIYANKA GANJOO AND KYLE ANDREW



**SOCIAL-MEDIA BEST PRACTICES**

**3.26** On March 26, the social-media agency Attention USA hosted a panel discussion on social-media best practices. Topics included building brand presence, analytics, return on investment, social strategies, and content creation. Panelists included John Jannuzzi of Lucky magazine, Courtney Hakanson and Curtis Hougland of Attention USA, and Suzanne Schloot and Kristina DiMatteo of Kate Spade New York.



SOCIAL-MEDIA PROFESSIONAL DEVELOPMENT PANEL AT CFDA HQ



ANDREESSEN HOROWITZ PROFESSIONAL DEVELOPMENT PANEL AT CFDA HQ

**THE CFDA AND ANDREESSEN HOROWITZ DISCUSS FASHION AND TECHNOLOGY**

**12.18** The CFDA recently partnered with venture-capital firm Andreessen Horowitz to host a panel where experts in the fields of technology and fashion discussed the convergence of digital and fashion and the changing consumer experience. A panoply of the industry's best attended the session, such as Wen Zhou, CEO of 3.1 Phillip Lim; **Steven Alan** and his president, Trish Donnelly; **Maxwell Osborne** and **Dao-Yi Chow** of Public School; and many more. Ari Bloom of A2B Ventures and Kristina Simmons of Andreessen Horowitz moderated the panel, which consisted of some of the most dynamic minds in the fields of technology and fashion. The panelists discussed everything from best practices on social media and online to methods for utilizing technology to create a direct relationship with consumers.



**DOING BUSINESS IN CHINA ONLINE**

**1.26** Claire Chung, vice president of global business development at shangpin.com, led a discussion on the Chinese consumer that outlined the fundamental differences of doing business in other parts of the world versus in China, then focused specifically on shangpin.com, which is China's preeminent online retailer.

In addition to the MBA programming, CFDA hosted panel discussions on various business-development topics for CFDA Members and {FASHION INCUBATOR} designers.

**"POISED FOR GROWTH" PROFESSIONAL DEVELOPMENT PANEL DISCUSSION**

**1.15** A panel of experts, including Peter Arnold (president, Cynthia Rowley), Mark Cywin (retired sales director, the Benefit Practice), Doug Hand (founding partner, Hand Baldachin & Amburgey LLP), and Sebastian Passarello (partner, Mollo, Molinaro & Passarello LLP), talked about ways Members could professionalize their businesses, from payroll structure and optimization to benefits to insurance and corporate structure. It was moderated by Ari Bloom, founder of A2B Ventures and Patrick Murphy, a financial advisor at Morgan Stanley.

**THE WOOL WORKSHOP**

**7.22** The Woolmark Company hosted an informational session that offered insight into the production pipeline of merino-wool apparel—from fiber to garment—and detailed the unique benefits, performance, and fabric attributes of wool.

**THE IDEALISTS INFO SESSION**

**7.25** The CFDA invited the IdeaLists, a Webby Award-winning marketplace that matches creative businesses, to host a panel, "Get Creative with Your Marketing." Panelists included IdeaLists founder Ben Duhl, Ryan Aynes of Edge Collective, and Christina Rinaldi of Prima Creative.

**BUILDING A SUCCESSFUL BUSINESS ONLINE**

**12.3** CFDA partnered with OneRockwell to host a workshop on using e-commerce for direct sales. Moderated by Shelly Socol, the executive vice president and founder of OneRockwell, the workshop included topics like integrated retail tactics and strategies, branding in the digital age, how to scale your business online, data-driven online marketing, and design and the user experience.

## SUSTAINABILITY COMMITTEE

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



MELISSA JOY MANNING

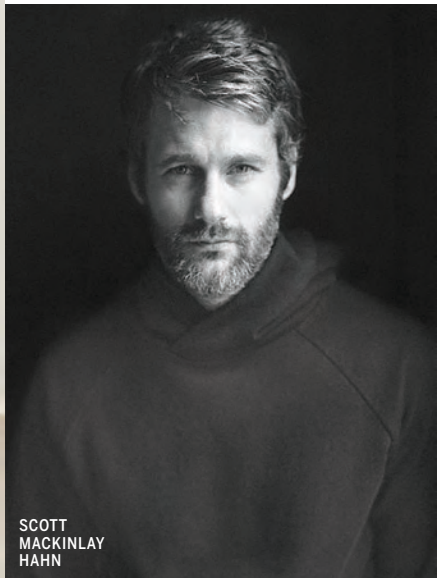


## CFDA SUSTAINABILITY PANEL DISCUSSION

**10.23** The inaugural CFDA Sustainability Panel discussion took place at the CFDA offices. Panelists included **Scott Mackinlay Hahn** and **Melissa Joy Manning**, CFDA Sustainability Committee cochairs; fashion consultant Julie Gilhart; designer and ethical-fashion professor Carmen Artigas; Amy Hall and Candice Refe of Eileen Fisher; and sustainable-marketing advisor Jeff Trexler. This was a high-level introduction that addressed design, production, marketing, and sales as related to sustainable practices. The entire CFDA Membership, as well as key people from the Members' staff, were invited to attend.



AMBER VALLETTA



SCOTT MACKINLAY HAHN

## GOOGLE+ HANGOUT

**4.22** On April 22, Earth Day, the CFDA held its first Google+ Hangout, hosted by fashion icon and actress Amber Valletta and featuring the CFDA's Sustainability Committee cochairs, **Melissa Joy Manning** and **Scott Mackinlay Hahn**. The group discussed environmentally responsible design practices and ways that consumers can engage in eco-friendly buying behavior.

## FASHION MANUFACTURING INITIATIVE (FMI)

Fashion is a key economic engine for New York City, and critical to the industry's success is the local manufacturing sector. Apparel is the largest manufacturing sector in New York, providing over 20,000 working- and middle-class jobs citywide. These jobs support \$2 billion of economic output annually. Although a cluster of workshops remain in Manhattan's Garment District, and additional locations are spread throughout the five boroughs, the prominence of local manufacturing has diminished over the years—due mostly to the lower costs of having clothing made offshore.

Existing domestic factories have been crucial to the start-up brands and emerging designers. Larger brands and big-name designers need access to production at home. Lastly, the issue of sustainability and lessening their carbon footprint is a growing consideration for many brands.

The CFDA's Fashion Manufacturing Initiative (FMI)—founded by Andrew Rosen and Theory in affiliation with the New York City Economic Development Corporation (NYCEDC)—recognizes that the industry must make a financial commitment to supporting its own base of production. By doing so, it will increase New York City's competitive advantage. According to an NYCEDC Survey, nearly 80 percent of emerging designers and 70 percent of established ones said that the Garment District is very important to their production. Yet many of the factories there do not possess the equipment and machines to adequately service the industry, or have the capital necessary to upgrade them.

FMI is a matching investment fund that will help factories and production facilities grow and sustain their businesses through the acquisition of innovative equipment, advanced technology, and worker training. Longtime CFDA member **Ralph Lauren** will serve as the premier underwriter of FMI with a contribution of \$500,000.

**FMI SPONSORS:**  
**FOUNDING PARTNER**  
 ANDREW ROSEN AND THEORY LLC

**PREMIER UNDERWRITER**  
 RALPH LAUREN

**SPONSORS**  
 RUE LA LA, DIANE VON FURSTENBERG

**PATRONS**  
 RAG & BONE, PRECISION CUSTOM COATINGS

**SUPPORTERS**  
 ALVANON, CIT, LECTRA

**DONATIONS BY**  
 SAVE THE GARMENT DISTRICT, PROJECT GRAVITAS

**SELECTION COMMITTEE:**

STEVEN KOLB, CEO, CFDA

ANDREW ROSEN, PRESIDENT, THEORY

PRABAL GURUNG, DESIGNER, PRABAL GURUNG

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

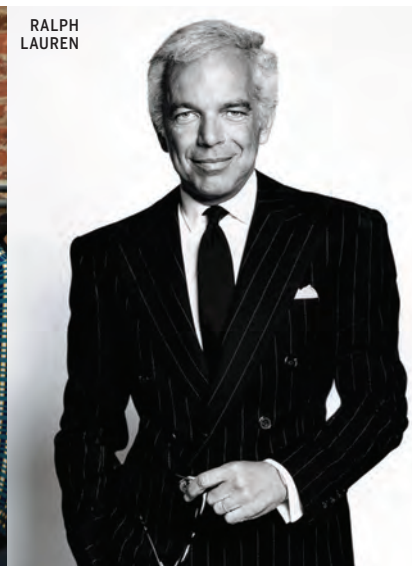
MARCUS WAINWRIGHT, CODESIGNER, RAG & BONE

BOB SAVAGE, CEO, NANETTE LEPORE

There is an FMI Advisory Committee that will help steer the overall vision and focus of this initiative. The committee is composed of designers, suppliers, and industry experts.



ANDREW ROSEN



RALPH LAUREN



## FASHION MANUFACTURING INITIATIVE APPLICATION PROCESS

➤ Manufacturers who visit CFDA.com to download application materials will receive a preliminary application.

➤ Semifinalists will be asked to submit three to five references that the Selection Committee can contact for their comments and opinions. (Candidates may also be asked to submit visuals and samples, including work they produced at their facility).

➤ The FMI Selection Committee will review all semifinalists' applications and narrow the submissions down to a group of finalists.

➤ The committee will interview finalists in person. The interview will include an assessment of their business needs.

➤ The committee will visit the finalists' production facilities.

➤ The committee will determine award recipients. Grant winners will be assigned mentors to guide them through the future process.

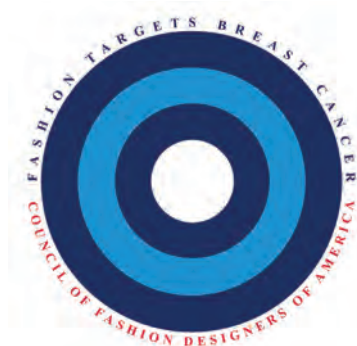
➤ Upon completion of the award term, the recipient(s) will be asked to present a formal final evaluation of how they spent the funds, and the direct impact on their business.



➤ In addition, the CFDA and partners of the Fashion Manufacturing Initiative will develop ongoing programs that support the infrastructure of an improved apparel-manufacturing sector. This will include the development of an online database resource of production facilities and factories in New York City, networking events with equipment suppliers, an introduction to new technologies, and the coordination of training and skill building for factory employees.

**Fashion Targets Breast Cancer® (FTBC)**, a charitable initiative of the CFDA Foundation, marshals the goodwill and services of every element of the fashion industry. Fashion designers, leading retailers, models, celebrities, fashion photographers, and media, advertising, and PR firms come together to raise public awareness and funds for the breast cancer cause, in the U.S. and internationally. Over the past fifteen years, FTBC has become a recognized and important charitable brand, and has enjoyed a variety of successful partnerships and associations.

## FASHION TARGETS BREAST CANCER



JENNIFER FISHER,  
CARSON DALY,  
KELLY RIPA

### FTBC SOULCYCLE

**10.24** On Thursday, October 24, CFDA Member **Jennifer Fisher**, along with celebrities Kelly Ripa and Carson Daly, hosted a charity ride for FTBC, led by SoulCycle's Laurie Cole at the West Village SoulCycle located at 126 Leroy Street, in Manhattan. The ride was generously underwritten by CFDA Board Director **Carole Hochman**. First-row bikes also received special gifts, including a FIGHTER cuff from **Jennifer Fisher**, an FTBC T-shirt designed by Villency Design Group, and a tee from SoulCycle.

### GRANT RECIPIENTS

In 2013, FTBC donated grants to the Ralph Lauren Center for Cancer Care and Prevention, SHARE: Self-Help for Women with Breast Cancer, Maimonides Medical Center, and New York Hospital Queens. Each program focuses on patient care.

### COMMANDO

**10.1-10.31** For the fourth straight year, Commando, a brand of intimate apparel and hosiery designed by **Kerry O'Brien**, donated \$5 from every item sold on wearcommando.com for the month of October to support Fashion Targets Breast Cancer.



### FASHION PROJECT

**10.10** The CFDA partnered with the charity fashion Web site Fashion Project to raise money for FTBC. Members **Cynthia Vincent**, **Trish Wescoat**, **Pound of Haute Hippie**, **Michelle Smith** of Milly, **Rebecca Minkoff**, **Shelly Steffe**, and **Trina Turk** donated designer clothing, shoes, handbags, and accessories to benefit this CFDA initiative. Sixty percent of the proceeds from the sale of items sold benefitted FTBC.

### RALPH LAUREN CENTER FOR CANCER CARE AND PREVENTION

**1.23** The CFDA visited the Ralph Lauren Center for Cancer Care and Prevention in New York City. It has expanded to reach a larger population, evolving from a cancer center to a place for the community. For many years the center has been a recipient of grants from the FTBC fund, the charity for which **Ralph Lauren** designed the iconic logo almost 20 years ago.

### FTBC TOPSHOP

Topshop partnered with FTBC U.S. on limited-edition items, including a skirt, shirt, and key ring, which were available for purchase in April at the company's U.S. stores. Thirty percent of sales from the white LOVE T-shirts and skirt, and 50 percent of the sales from the key rings, were donated to FTBC.

### FTBC MY WARDROBE

My-wardrobe.com presented an exclusive dress collaboration with British designer Tabitha Webb to raise money for FTBC. The Sundance dress, crafted from delicate pale-pink silk, features a beautiful blossom print and was seen on celebrities such as Pippa Middleton and Emmy Rossum. Thirty percent of the money made from each dress was donated to FTBC.



### FTBC PARTNERS WITH NINE WEST

**10.15-10.22** For the fourth year in a row, Nine West joined forces with FTBC to raise awareness and money to fight breast cancer. During the week of October 15 to 22, for each purchase in store or online of \$125 or more, Nine West donated \$25 to FTBC. As a thank-you for their purchases and donations, customers also received a Nine West/FTBC-branded canvas tote featuring the hashtag #9WFTBC to promote the campaign conversation. In addition to the automatic donation, customers had the option of adding \$1 or more to their purchase or taking advantage of an "add your change" opt-in at the register to donate to FTBC.

## FASHION TARGETS BREAST CANCER INTERNATIONAL PARTICIPATION

### OCTOBER: INTERNATIONAL CAMPAIGN

In October, FASHIONTARGETSBREASTCANCER.COM launched new FTBC-branded items, including an iPhone case and a charm bracelet. The FTBC T-shirt, which incorporates the original FTBC logo designed by **Ralph Lauren** on the lower-right side of the shirt, was also available for sale. Both the e-commerce site and the specialty products were designed and developed by Villency Design Group.

### FTBC BRAZIL

The year 2013 was full of achievements for FTBC Brazil, FTBC's first international partner. FTBC Brazil celebrated its eighteenth anniversary with new initiatives toward awareness raising and product launching. The FTBC advertising campaign featured **Carolina Ferraz**, who was a model for FTBC in 1995. Eighteen years later, she is back as the face of FTBC, this time posing side by side with her daughter and three other young actresses. The idea is to refresh the message for the new generation. The Run and Walk Against Breast Cancer was also a success, with 16,000 people enrolled.

### FTBC CANADA

Rethink Breast Cancer supported the FTBC campaign through various online, print, and social-media outlets. Rethink created a rolling banner on the main page of [RETHINKBREASTCANCER.COM](http://RETHINKBREASTCANCER.COM). Additionally, FTBC sales were supported through Rethink's Facebook and Twitter accounts, which have 25,000 and 4,500 followers,

respectively. Rethink also developed an advertisement and reached out to media partners. Along with traditional media outreach, FTBC Canada also participated in Battle Pink by asking It girls, media personalities, stylists, and bloggers to compete in a creative battle royal during the month of October. Two of them took the FTBC T-shirt and faced off in a creative challenge, demonstrating through photography the different ways that they styled the tee, while the public voted for their favorite photos.

### FTBC CYPRUS

In 2013 FTBC Cyprus debuted its good-luck-charm bracelet. The bracelet is available in a variety of string colors with a silver charm and proceeds of the sale benefit FTBC.

### FTBC GREECE

FTBC Greece orchestrated the opening of a new office in the center of Athens that also houses a breast cancer screening center. The new location will host seminars on breast cancer prevention and education, diet, exercise, and wellness.

### FTBC IRELAND

Luxury-department-store group Brown Thomas and BT2 was delighted with the return of the FTBC Ireland Campaign for the eighth year in 2013. The iconic FTBC target T-shirt, worn by supermodel **Karolina Kurkova**, went on sale exclusively at Brown Thomas and BT2 stores on Thursday, April 18. Moneys raised from the sales of the FTBC T-shirts go to the

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

### FTBC PORTUGAL

In 2013, FTBC Portugal again worked with multibrand lingerie retailer Dama de Copas ("Queen of Hearts") to create a campaign featuring a glamorous collection of nude and black lingerie and loungewear. A frequent supporter of Laço and the fight against breast cancer, television presenter **Ana Rita Clara** was the face of the campaign. The initiative launched with an event at Dama de Copas's flagship store in downtown Lisbon and included bus-shelter ads and a strong online presence.

### FTBC UNITED KINGDOM

The theme of 2013's campaign, which launched in April, was Unity Between Mother and Daughter. It featured a poster campaign, photographed by **Simon Emmett**, of two famous mother-and-daughter duos: **Pearl and Daisy Lowe**, and **Sharon and Kelly Osbourne**. The campaign appeared on billboards urging the public to wear its support and buy something from the FTBC collection at a variety of retailers. Partners, including [MY-WARDROBE.COM](http://MY-WARDROBE.COM), **Coast**, **Laura Ashley**, **River Island**, **Warehouse**, **Topshop**, **Debenhams**, and **Marks & Spencer**, sold products from which 30 percent of the proceeds went to FTBC.



KENNETH COLE, VERA WANG, DONNA KARAN, OLIVIER THEYSKENS, SOPHIE THEALLET, RACHEL ROY, AND REBECCA MOSES

### FASHION FOR HAITI: ONE MILLION HEARTS MEDIA EVENT

**4.11** In early April, the CFDA attended Fashion for Haiti: One Million Hearts, hosted by **Urban Zen**, a foundation started by **Donna Karan** that focuses on rebuilding Haiti. The room marveled at the wall, which was adorned with 150 papier-mâché hearts handmade by Haitian artist **Magalie Dresse** and customized by CFDA Members. A slew of the Members, who put their hearts into designing these hearts, attended the celebration, including **Vera Wang**, **Zac Posen**, **Maria Cornejo**, **Mara Hoffman**, **Monica Botkier**, and **Olivier Theyskens**.



When disaster struck with Typhoon Haiyan in the Philippines, the CFDA galvanized the Membership to provide aid for the victims in the form of donating one-of-kind experiences to an online auction. The CFDA supported Fashion Girls for Humanity's Fashion for the Philippines auction on [charitybuzz.com](http://charitybuzz.com), in tandem with the charity's cofounders **Julie Gilhart**, **Kikka Hanazawa**, **Miki Higasa**, and **Tomoko Ogura**. All proceeds went to **Waves for Water**, whose mission is to distribute clean water to all.



THE 2013 CFDA/VOGUE FASHION FUND FINALISTS WITH ANNA WINTOUR, STEVEN KOLB, DAVID NEVILLE, AND MARCUS WAINWRIGHT

## CFDA/VOGUE FASHION FUND PROGRAM OVERVIEW AND SUPPORTERS

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

The CFDA/Vogue Fashion Fund Selection Committee annually chooses three emerging designers, who will receive: (1) Business mentoring from an established team of fashion-industry professionals, in areas such as planning, marketing, sourcing, producing, and exporting. (2) Cash prizes

to encourage and enable recipients to pursue their own independent design plans (one winner is awarded \$300,000, and two runners-up get \$100,000 each).

The CVFF program is generously sponsored by partner J.Crew, as well as underwriters American Express, the Appleman Foundation, Carolina Herrera, the Coach Foundation, thecorner.com, Kate Spade New York, the Limited, Neiman Marcus, Nordstrom, the Ralph Bartel Foundation, Theory, Tiffany & Co., Tommy Hilfiger, and Vogue. In addition, for 2013 the fund added three new underwriters: Lane Bryant, Sycamore Partners, and Uniqlo.

## CVFF FINALISTS ANNOUNCEMENT

**7.10** On July 10, the ten 2013 CFDA/Vogue Fashion Fund finalists were announced at the Rag & Bone studio. Former Fashion Fund finalists **Marcus Wainwright** and **David Neville** of Rag & Bone, the newest additions to the CVFF Selection Committee, welcomed guests and announced the new group of designers.



LEA MICHELE



CAMILLA BELLE, RACHEL BILSON, EMMY ROSSUM, KRISTEN RITTER, AND ROSE MCGOWAN



VICTORIA BECKHAM



FEDERICO MARCHETTI AND MAIA GUARNACCIA

## CVFF L.A. FASHION SHOW SPONSORED BY THECORNER.COM

**10.23** The CFDA/Vogue Fashion Fund runway show kicked off in full swing on Wednesday, October 23, at Los Angeles's famed Chateau Marmont. Not only was there plenty of sartorial splendor evoked by each finalist on the runway but there was also plenty of splendor on the sidelines. Looking fashionably radiant, Lena Dunham and Lea Michele sat opposite Diane Kruger, Olivia Wilde, and Jessica Paré. Other notable attendees included Lily Collins, David and Victoria Beckham, Rachel Bilson, and previous CVFF finalists **Laura Mulleavy** and **Jennifer Meyer**.



THE 2013 CFDA/VOGUE FASHION FUND FINALISTS IN LOS ANGELES



VERONICA MIELE BEARD, CHELSEA LEYLAND, AND VERONICA SWANSON BEARD

## CVFF UNIQLO DESIGN CHALLENGE COCKTAIL PARTY

**10.15** On Tuesday, October 15, the CFDA/Vogue Fashion Fund finalists gathered at the home of Vogue magazine's editor in chief, Anna Wintour, to celebrate the CFDA/Vogue Fashion Fund Uniqlo Design Challenge. Since fashion isn't confined to one sector of a person's quotidian life, finalists were charged with the task of creating an all-encompassing look that moves beyond performancewear and into ready-to-wear. This allowed finalists to eschew the trite and obvious, and show their most creative hand. Other guests at the soiree included A\$AP Rocky, Lily Aldridge, Chanel Iman, and Hannah Bronfman.



JUAN CARLOS OBANDO, DAO-YI CHOW, DIANE VON FURSTENBERG, MAXWELL OSBORNE, AND MARC ALARY

## CFDA/VOGUE FASHION FUND WINNERS ANNOUNCEMENT DINNER

11.11 On Monday, November 11, guests put their best foot forward for the CFDA/*Vogue* Fashion Fund Awards. {FASHION INCUBATOR} alumni **Dao-Yi Chow** and **Maxwell Osborne** of Public School walked away with the first-place award, in the form of a bronze swan, while **Juan Carlos Obando** and **Marc Alary** were each announced as the runners-up. An array of celebrities from the worlds of entertainment, fashion, and sports, including actress **Julianne Moore**, who introduced keynote speaker **Tom Ford**, were at Spring Studios in Manhattan to celebrate the achievements of this year's winner, runners-up, and honorees. The winner and runners-up received cash prizes—\$300,000 for the winner and \$100,000 for each of the runners-up.



STEVEN KOLB AND ANNA WINTOUR

ALEXANDER WANG, VANESSA TRAINA, JACK McCOLLOUGH, LAZARO HERNANDEZ, JULIA NOBIS, AND JOSEPH ALTUZARRA



TOM FORD AND JULIANNE MOORE



DAO-YI CHOW AND MAXWELL OSBORNE



## NORDSTROM AND CVFF POP-UP SHOP LAUNCH

2.11 On the eve of Fashion Week, Nordstrom teamed up with the CFDA/*Vogue* Fashion Fund to celebrate the release of the 2012 finalists' collections in six stores around the U.S. Beginning Monday, February 11, shoppers could purchase items from a selection of the finalists' collections at in-store pop-up shops in Seattle, San Francisco, Los Angeles (at the Grove), Chicago, and Dallas (at Northpark), as well as in New York's Treasure & Bond store. All thirteen designers were on hand to toast this exciting new launch.



## GROUP PRESENTATION AT MADE AT MILK STUDIOS

2.8 The CFDA/*Vogue* Fashion Fund hosted its very first New York Fashion Week presentation with the support of Made Fashion Week. Winner **Greg Chait**, of knitwear brand *The Elder Statesman*, and runners-up **Jennifer Meyer** of jewelry brand *Jennifer Meyer* and shoe designer **Tabitha Simmons** showed their fall 2013 collections to swarms of top buyers, editors, and executives. The evening served as a first wide-angle look at the designers' development since their wins were announced in November 2012: an initial view of how talent can thrive under the guidance of all-star mentorship and monetary support.



TABITHA SIMMONS, JENNIFER MEYER, AND THE ELDER STATESMAN FOR J.CREW

## J.CREW COLLABORATION AND DINNER

6.4 For the third year in a row, J.Crew collaborated on a capsule collection with the winner and runners-up of the CFDA/*Vogue* Fashion Fund. Each of the recipients created a signature capsule collection designed exclusively with J.Crew to be sold in select stores and online beginning in May. The designers receive national exposure from a huge retailer, customers have access to cool labels at more affordable prices, and J.Crew gets exclusive, fashion-forward merchandise. This year's offerings included **Tabitha Simmons's** Liberty-print sandals, **Jennifer Meyer's** dangly crystal earrings, and soft, candy-colored cashmere from **Greg Chait's** *The Elder Statesman*. On June 4, guests of the CFDA, *Vogue*, and J.Crew congregated at the quaint French restaurant *Lafayette* to toast winner **Greg Chait** of *The Elder Statesman* and runners-up **Jennifer Meyer** and **Tabitha Simmons**.



MARK HOLGATE AND JENNA LYONS



## KATE SPADE NEW YORK BUILD YOUR BRAND

As part of the continuing programming for alumni of the CFDA/Vogue Fashion Fund, sponsor Kate Spade New York created an initiative titled: Build Your Brand. Previous finalists from the CVFF program were invited to attend. Five brands were selected to participate in a 6 week submersion into branding and marketing, led by the team at Kate Spade New York, who is famous for their strong branding.

In February 2014, the program culminated with the 5 finalists presenting their ad campaign

concepts in front of the selection committee. The Selection Committee was charged with choosing one of the presentations to go from concept to execution in the September issue of Vogue paid for by Kate Spade New York. The full page ad was awarded to **Joseph Altuzarra**. The runner up, **Pamela Love**, received continued mentorship from KCD and Kate Spade New York to further develop the execution of her campaign concept across other channels such as PR and digital.

**2013 PARTICIPANTS**  
 JOSEPH ALTUZARRA  
 PAMELA LOVE  
 ALBERTUS SWANEPOEL  
 ROBERT GELLER  
 CUSHNIE ET OCHS

**2013/2014 SELECTION COMMITTEE:**  
 DEBORAH LLOYD, KATE SPADE NEW YORK  
 STEVEN KOLB, CFDA  
 MARK HOLGATE, VOGUE  
 ED FILIPOWSKI, KCD  
 TREY LAIRD, LAIRD + PARTNERS  
 SEBASTIAN KIM, PHOTOGRAPHER

**SEMINARS INCLUDED:**

- BUILDING BRAND GUARDRAILS AND CREATING A BRAND BOOK
- CREATING AN IMPACTFUL ADVERTISING CAMPAIGN
- DEVELOPING AN EFFECTIVE SOCIAL MEDIA STRATEGY AND HOW TO WORK WITH A DIGITAL AGENCY
- LEARNING ABOUT DIFFERENT MARKETING OPTIONS: GUERILLA, OUTDOOR, PRINT, VIRAL, ETC. AND HOW TO FIND THE RIGHT RESOURCES/AGENCIES TO EXECUTE
- CREATING A PR STRATEGY
- SETTING BRAND GOALS AND CREATING A MARKETING PLAN TO ACHIEVE THOSE GOALS



STEVEN KOLB, JOSEPH ALTUZARRA, DEBORAH LLOYD

## KATE SPADE NEW YORK DINNER

Kate Spade New York hosted an intimate dinner celebrating Joseph Altuzarra's finished ad when the September issue of Vogue hit stands.



## PAMELA LOVE AD CAMPAIGN

With guidance from the Kate Spade New York team and Ed Filipowski of KCD, Pamela Love's ad concept translated to an interactive e-commerce campaign, as well as an outdoor campaign that included "wild postings" throughout the city.



## BUILD YOUR BRAND THREE EPISODE SERIES

Kate Spade New York documented the program in a three episode series posted on their blog interviewing the participating designers, and following Joseph's journey from concept to execution of his winning advertisement.





AMERICANS IN PARIS SEPTEMBER 2013 PARTICIPATING DESIGNERS

## AMERICANS IN PARIS SHOWROOM OPENS

**3.2-3.4 + 9.30-10.2** With the generous underwriting of **Tommy Hilfiger**, the CFDA/*Vogue* Fashion Fund celebrated the fourth and fifth seasons of its Americans in Paris program during the Paris Fashion Weeks in March and September 2013. The initiative, which was created to expose emerging designers to international press and retailers, allows designers to meet with over 300 attendees each season. In both March and September, **Tommy Hilfiger** hosted intimate roundtable conversations with the designers.

TOMMY HILFIGER ROUNDTABLE DISCUSSION



MEREDITH MELLING BURKE AND ANTONIO AZZUOLO



MAX OSTERWEIS, ERIN BEATTY, DEE HILFIGER, AND TOMMY HILFIGER



**PARTICIPATING DESIGNERS IN MARCH INCLUDED:**

- ANTONIO AZZUOLO A.A.
- MICHELLE OCHS AND CARLY CUSHNIE CUSHNIE ET OCHS
- DANA LORENZ FENTON FALLON
- SOFA SIZZI GIULIETTA
- DANIEL SILBERMAN AND JUSTIN SALGUERO ILLESTEVA
- IRENE NEUWIRTH IRENE NEUWIRTH
- JOHNSON HARTIG LIBERTINE
- JOHN PATRICK ORGANIC
- MAX OSTERWEIS AND ERIN BEATTY SUNO
- WES GORDON WES GORDON

**PARTICIPATING DESIGNERS IN SEPTEMBER INCLUDED:**

- ANDREA LIEBERMAN A.L.C.
- GREG CHAIT THE ELDER STATESMAN
- GEORGE ESQUIVEL ESQUIVEL SHOES
- SOFA SIZZI GIULIETTA
- DANIEL SILBERMAN AND JUSTIN SALGUERO ILLESTEVA
- JENNIFER FISHER JENNIFER FISHER
- JENNIFER MEYER JENNIFER MEYER
- JUAN CARLOS OBANDO JUAN CARLOS OBANDO
- PATRIK ERVELL PATRIK ERVELL
- WES GORDON WES GORDON



DAVID NEVILLE AND MARCUS WAINWRIGHT ON THE GREAT WALL OF CHINA



AMERICANS IN CHINA



JACK MCCOLLOUGH AND MING XI

## AMERICANS IN CHINA

**6.20** With the generous support of Silas Chou, the CFDA/*Vogue* Fashion Fund launched a program in 2012 to help foster the exchange of emerging design talent between the United States and China. To kick off the Americans in China initiative, six former CFDA/*Vogue* Fashion Fund finalists, **Lazaro Hernandez** and **Jack McCollough** of Proenza Schouler, **Marcus Wainwright** and **David Neville** of Rag & Bone, and **Georgina Chapman** and **Keren Craig** of Marchesa, traveled to Beijing to present their fall/winter 2013 collections.



STEVEN KOLB, SILAS CHOU, ANGELICA CHEUNG, MONA LEE LOCKE, AND AMBASSADOR GARY LOCKE

### COCKTAILS AT THE HOME OF U.S. AMBASSADOR TO CHINA, GARY LOCKE & DINNER HOSTED BY ANGELICA CHEUNG

**6.20** On June 20, former CFDA/*Vogue* Fashion Fund finalists Proenza Schouler, Rag & Bone, and Marchesa, were honored at a cocktail reception hosted by Gary Locke, then the U.S. ambassador to China, and his wife, Mona. Following the reception, *Vogue* China's editor in chief, Angelica Cheung, hosted a dinner to welcome the designers to the city.



DAVID NEVILLE, SILAS CHOU, AND MARCUS WAINWRIGHT



BROOKE TRAVIS, MASHA MA, AND STEVEN KOLB

### CFDA AND W HOTELS WELCOME DESIGNER MASHA MA

**6.11** For Masha Ma's two-week sojourn in New York City as part of the China Exchange Program, the CFDA and the W Hotels hosted a welcome fete for the notable Chinese designer. Guests, including a slew of bloggers such as Natalie Suarez of Natalie Off Duty, gathered on the top floor of the W Hotel in Times Square for an evening of champagne and conversation.



### FASHION SHOW AND AFTER-PARTY

**6.21** The CFDA/*Vogue* Fashion Fund's Americans in China initiative, generously underwritten by Silas Chou, culminated with a runway show on Friday, June 21, at Beijing's Ming Dynasty-era city wall. CFDA Members and former CFDA/*Vogue* Fashion Fund finalists Proenza Schouler, Rag & Bone, and Marchesa presented their fall/winter 2013 collections as part of the program's mission to introduce American design talent to the rapidly expanding luxury market in China.

# PARTNERSHIPS

## STRATEGIC PARTNERSHIPS GROUP

The CFDA's Strategic Partnerships Group (SPG) creates exclusive business opportunities for CFDA Members. Businesses can become part of SPG either through our Corporate Affiliate program or Partnership Perks. Corporate Affiliates are businesses who join the CFDA and gain access to the Membership by creating meaningful, business driven benefits for CFDA Members. Corporate Affiliate Members include: Luxottica, Intel, Tide/P&G, Starbucks, Samsung, eBay, Mattel, Li & Fung, Editorialist, and more. The Partnership Perks program connects businesses to the Membership through special offers and discounts. Partnership Perks participants include: FedEx, First Corporate Sedans, Source4Style, Fashion Project, and W Hotels Worldwide. SPG examines where there are gaps between businesses and our Members, and seeks to fill those gaps through the creation of innovative and resourceful collaborations and partnerships.

DEREK LAM FOR DESIGNATION AT KOHL'S



CATHERINE MALANDRINO FOR DESIGNATION AT KOHL'S



### LI & FUNG: COLLABORATION WITH DEREK LAM & CATHERINE MALANDRINO AT KOHL'S

**4.2 + 9.29** In April, **Derek Lam** brought his exquisite eye and innovative patterns to the release of Derek Lam for Kohl's, a spring collection featuring sheath dresses, sophisticated jumpsuits, knee-length shorts, and more. The collection, which was inspired by a trip the designer took to Rio de Janeiro, was available online and in stores. Beginning in September 2013, **Catherine Malandrino's** collection for Kohl's was available in stores and online. The Parisian-inspired collection featured Eiffel Tower-printed sweaters and a slew of whimsical dresses.

**2013 CORPORATE AFFILIATES**  
 ARNELL GROUP  
 ASSOULINE  
 B2PRO  
 DESIGNERS & AGENTS  
 EBAY MARKET-PLACES  
 THE EDITORIALIST  
 ESTABLISHED BRANDS

FASHION GPS  
 FASHION PROJECT  
 FEDEX  
 FIRST CORPORATE SEDANS  
 GILT GROUPE  
 GOOGLE+  
 HAND, BALDACHIN & AMBURGEY, LLP  
 HIRAM COHEN & SON  
 INTEL

JOOR  
 KAREN HARVEY CONSULTING GROUP  
 LEXUS  
 LI & FUNG  
 LUXOTTICA  
 MELISSA  
 RETAIL SPACE PARTNERS  
 THE RUNTHROUGH  
 SAMSUNG FASHION DESIGN FUND

SHOPIFY E-COMMERCE SOFTWARE  
 SOURCE 4 STYLE  
 STARBUCKS  
 STYLICS  
 SWAROVSKI  
 VILLENCY DESIGN GROUP  
 WGSN  
 WOOLMARK COMPANY

EUGENIA KIM



### EDITORIALIST

**9.1** Hybrid luxury online magazine and e-commerce site Editorialist has partnered with the CFDA in an effort to bring support and added visibility to American accessories designers. The CFDA and Editorialist identified four vanguard accessories designers for a monthly Accessories Spotlight series, featured prominently on the home page of editorialist.com. The series launched with an exclusive capsule jewelry collection from **Melissa Joy Manning** on September 1, followed by a featured hat collection from **Eugenia Kim** in October, a jewelry collection from **Alexis Bittar** in November, and a collection of sunglasses from **Justin Salguero** and **Daniel Silberman** of Illesteva in December.

### SOURCE 4 STYLE

**10.21** Source4Style is the first business-to-business marketplace for the global fashion-textiles industry. This unique and revolutionary platform connects designers to leading mills around the world, 365 days a year. The CFDA has partnered with Source4Style to bring our Members a special negotiated rate, an exclusive 1-800 number, and a sourcing-concierge hotline. Members were invited to take advantage of this offer and learn more about Source4Style's platform via a CFDA Member demo week in October.



TRACY REESE



### TIDE AND THE CFDA LAUNCH WASHABLE FASHION INITIATIVE

**10.16** P & G Fabric Care has established a national, groundbreaking partnership between Tide Pods and the CFDA to create the Washable Fashion Initiative. The new, fashion-focused initiative is designed to inspire and inform people in the industry about the benefits and possibilities of integrating machine-washable fabrics into their designs, and marks the first time the CFDA has partnered with a fabric-care brand. Tide will leverage its expertise in fabric preservation and clothing care to provide the industry with access to and knowledge of the latest research and innovation in fabric care, such as Tide Pods. Together, Tide and the CFDA plan to drive the fashion industry to consider using more machine-washable fabrics and ultimately fulfill the increasing demand among consumers for designer garments. As part of the overall program, CFDA designer **Tracy Reese** was named the official ambassador of the new Washable Fashion Initiative. Tracy will be introducing machine-washable fashions as part of her fall 2014 collection.



CHARLOTTE RONSON AND EVA MENDES

### LUXOTTICA AND THE CFDA CELEBRATE CHARLOTTE RONSON FOR VOGUE EYEWEAR

**10.21** On Monday, October 21, the CFDA, **Charlotte Ronson**, and a gaggle of eyewear enthusiasts gathered at the Gramercy Park Hotel to celebrate the launch of Charlotte Ronson's collection for the Vogue Eyewear 2014 Design Series. Luxottica, the arbiter of fashion and luxury optical frames and sunglasses, began selling the sunglasses exclusively at Sunglass Hut and the optical frames exclusively at LensCrafters in January 2014. Actress Eva Mendes, the brand's global ambassador and the muse for the collection, also attended the launch, proving that beauty is in the eye of the bespectacled.



NATALIE CHANIN

### CFDA/LEXUS ECO-FASHION CHALLENGE ANNOUNCEMENT LUNCHEON

**10.29** The CFDA and Lexus hosted a luncheon at ABC Kitchen in New York to celebrate the seven finalists of the CFDA/Lexus Eco-Fashion Challenge. **Natalie Chanin** of Alabama Chanin was announced as the grand-prize winner, and **Mark Davis**, **Britt Cosgrove**, and **Marina Polo** of Svilu were declared the runners-up of the challenge. The winners were chosen based on their design credibility, business acumen, and eco-commitment, with attention focused on eco-fabrics/materials, operations, and processes. Natalie received a cash prize of \$75,000 and the opportunity to sell her next hand-sewn collection at ABC Carpet & Home.



STEVEN KOLB, COCO ROCHA, AND ANDREA LIM



PAMELA LOVE, MARA HOFFMAN, AND REBECCA MINKOFF

**STRATEGIC PARTNERSHIPS GROUP COCKTAILS AND CANAPÉS**

**12.5** On December 5, the Strategic Partnerships Group celebrated with corporate partners and CFDA designers over cocktails and canapés. The party took place in the private space at Toro, in New York.



JOSEPH ALTUZARRA WITH THE NATIONAL WOOLMARK JUDGES

**INTERNATIONAL AND REGIONAL WOOLMARK PRIZE ANNOUNCEMENTS**

**2.16 + 7.9** **Sophie Theallet**, the 2012–2013 winner of the national Woolmark Prize, represented the U.S. in London for the International Woolmark Prize during Fashion Week. Judges for the International competition included **Diane von Furstenberg**, Franca Sozzani of Italian *Vogue*, Victoria Beckham, Donatella Versace, and Tim Blanks of Style.com. On July 9, **Joseph Altuzarra** was declared the winner of the United States section of the 2013–2014 International Woolmark Prize, an initiative of the Woolmark Company aimed at promoting emerging design talent from around the world. Judges included CFDA Member **Alexander Wang**, Stefano Tonchi of *W* magazine, Woolmark's Michelle Lee, Vanessa Friedman of the *Financial Times*, Colleen Sherin of Saks Fifth Avenue, Steven Kolb, and Malcolm Carfrae of Calvin Klein. Joseph will represent the U.S. at the International Woolmark Prize event in Milan in February 2014 against top designers from other regions, including Australia, Asia, Europe, India, and the Middle East.

**EBAY HOLIDAY COLLECTIVE & CFDA**

**11.1** The CFDA and eBay created a fashionable solution to keeping your Apple smartphones charged, offering a limited-edition collection of customized tech bracelets by six CFDA Members: **Michael Bastian** (Michael Bastian), **Mara Hoffman** (Mara Hoffman), **Michelle Smith** (Milly), **Rachel Zoe** (Rachel Zoe), and **Sam Shipley** and **Jeff Halmos** (Shipley & Halmos). These customized bracelets double as USB cords and, when removed from your wrist and plugged into a computer, will charge your phone. The bracelets were sold at ebaycollective.com beginning on November 11. All proceeds benefited the CFDA Foundation.



NANETTE LEPORE

**EBAY AND CFDA'S YOU CANT FAKE FASHION PROGRAM**

**3.18** Guests and Members gathered at the General restaurant in New York to kick off the third installment of CFDA and eBay's You Can't Fake Fashion initiative, a program dedicated to eradicating design piracy. Attendees mingled amid the customized tote bags on display, a tangible reminder of the creativity and authenticity interwoven into an original design's seams.



DIANE VON FURSTENBERG AND EVA CHEN

**GOOGLE+ AND THE CFDA**

**10.3, 10.10, 10.15 + 10.29** In October, the CFDA and Google launched an exclusive new experience, the ability to shop Google+ Hangouts on Air, designed to deepen engagement between designers and consumers. This new shopping tool for Hangouts on Air brings together social media and e-commerce. CFDA President **Diane von Furstenberg** launched the innovative new app on Thursday, October 3, live from her New York studio, where she discussed her collection and answered fan questions alongside host and *Lucky* magazine editor in chief Eva Chen. Other CFDA members who participated were: **Marcus Wainwright** and **David Neville** of Rag & Bone, **Rebecca Minkoff**, and **Rachel Zoe**.

**STARBUCKS COLLABORATIONS WITH CHARLOTTE RONSON AND ALICE + OLIVIA**



**6.25 + 11.1** These days no outfit is complete without the right accessories. And it's not just about the sunglasses shielding your eyes or the bracelets at your wrists—it's also about what you carry in your hands that elevates your sartorial story arc. From our ornately designed phone cases to our morning iced latte, it's all part of creating an interesting narrative and cohesive look. So it's no surprise that coffeehouse juggernaut Starbucks teamed up with **Charlotte Ronson** for a special limited-edition Charlotte Ronson for Starbucks ceramic mug in June, and with **Stacey Bendet** a special limited-edition Stacey Bendet for Alice + Olivia mug and "bearista" bear in November.



**DESIGNERS & AGENTS**

The CFDA's very first corporate partner, Designers & Agents (D & A) continues its long-standing relationship with the CFDA by supporting its designers with a complimentary CFDA-branded booth at D & A shows. Some of the Members' brands that have taken advantage of this partnership are VPL, Giles & Brother by **Philip Crangi**, **Rachel Comey**, Fallon Jewelry, **Melissa Joy Manning**, and, in 2013, **Nili Lotan**.

**GS SHOP**

The Strategic Partnership Group introduced GS Shop, a Korean retailer and distributor, as a new partner in 2013. This partnership creates opportunities for American designers to bring their brands to the Korean market, and calls more attention to Korean fashion. The CFDA and GS Shop are planning to launch their first collaborative project in Fall 2014.

# AWARDS

## CFDA FASHION AWARDS

Each June, the international fashion community gathers in New York to celebrate the best in American design 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 distributed for 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.



CHRISTOPHER PETERS, PAMELA LOVE, CARLY CUSHNIE, STEVEN KOLB, MICHELLE OCHS, TODD SNYDER, NADJA SWAROVSKI, ERIN BEATTY, MAX OSTERWEIS, AND SHANE GABIER



MARY-KATE OLSEN, NADJA SWAROVSKI, VERA WANG, DIANE VON FURSTENBERG, AND ASHLEY OLSEN



SHIMON OVADIA AND ARIEL OVADIA

### CFDA FASHION AWARDS NOMINEES AND HONOREES ANNOUNCED

**3.13** The fashion community gathered at the CFDA offices for the announcement of the 2013 CFDA Fashion Awards nominees. CFDA President **Diane von Furstenberg** and Nadja Swarovski announced the nominees from behind a crystal-festooned podium as guests swirled with excitement.



### AWARDS LIVESTREAM

**6.3** The 2013 CFDA Fashion Awards were available to view on Style.com for the second year in a row. The digital broadcast served as a way to invite the world to celebrate the best in American fashion.



MAX OSTERWEIS, STEVEN KOLB, AND ERIN BEATTY



TODD SNYDER

JENNIFER MEYER

### CFDA, SWAROVSKI, AND FIVESTORY EVENT

**5.21** On Tuesday, May 21, the nine 2013 CFDA Swarovski nominees congregated at the deftly curated boutique Fivestory, located on New York's Upper East Side. Each nominee took to the task of creating objets d'art using Swarovski crystals, with proceeds benefiting Free Arts NYC, a nonprofit that offers educational arts and mentoring programs to underserved children. And, as a testament to the creative spirit of these nominees, each one turned an ordinary item into something extraordinary. Attendees admired **Dao-Yi Chow** and **Maxwell Osborne** of Public School's crystal bike, **Erin Beatty** and **Max Osterweis** of Suno's Swarovski-festooned cactus, knives from **Carly Cushnie** and **Michelle Ochs** of Cushnie et Ochs, and **Pamela Love**'s crystal-emblazoned arrows. Guests also marveled at the crystal New Balance Sneakers, iPad, and vase created by **Todd Snyder**, **Irene Neuwirth**, and **Jennifer Meyer**, respectively.



TIM COPPENS

@TimCoppens  
Ducati Formula 1 Racing Helmet | \$2,000  
#CFDASwarovski  
@Official\_Swarovski @CFDA



SASHA PIVOVAROVA IN PROENZA SCHOULER

### AWARDS PROGRAM

**3.3** The arresting 150-page Awards Program was distributed to each attendee at the CFDA Fashion Awards on Monday, June 3. Art-directed by creative mastermind Trey Laird, and shot with his quintessential acumen behind the lens by photographer Peter Lindbergh, the program depicts a panoply of the most prominent names in American fashion. *Vanity Fair*'s fashion and style director, Jessica Diehl, styled the looks and brought each designer's creations to life.



LEFT: ANDY COHEN. BELOW: JESSICA CHASTAIN, RICCARDO TISCI, MARINA ABRAMOVIC, AND LAUREN SANTO DOMINGO



VERA WANG AND RALPH LAUREN



NADJA SWAROVSKI, HAILEE STEINFELD, MAX OSTERWEIS, ERIN BEATTY, PAMELA LOVE, MAXWELL OSBORNE, DAO-YI CHOW, AND DOUGLAS BOOTH



HILARY CLINTON AND OSCAR DE LA RENTA



ADRIANA LIMA



DAO-YI CHOW AND MAXWELL OSBORNE



LAZARO HERNANDEZ AND JACK MCCOLLOUGH

# CFDA FASHION AWARDS AT LINCOLN CENTER

**6.3** The industry's greatest celebration commemorating the stars of American fashion culminated in June at the 2013 CFDA Fashion Awards. The CFDA's Members and friends congregated at Alice Tully Hall at Lincoln Center to pay tribute to the winners and honorees. The show was hosted by Bravo executive vice president of development and talent, and television personality, Andy Cohen. The final votes were tabulated by Ernst & Young LLP, the official accounting firm of the 2013 CFDA Fashion Awards. For the twelfth year, the evening was generously underwritten by Swarovski. Other sponsors included Veuve Clicquot, HP, United Airlines, and Lexus.

EVENTS  
AND  
MORE...



**PRIVATE MEMBER TOUR: "FORTUNY Y MADRAZO: AN ARTISTIC LEGACY"**  
**1.16** On January 16, CFDA Members enjoyed a private tour of "Fortuny y Madrazo: An Artistic Legacy," at the Queen Sofia Spanish Institute, given by former CFDA President **Oscar de la Renta**. The exhibition, conceived and curated by Mr. de la Renta, analyzed the work of celebrated Spanish artist and designer Mariano Fortuny y Madrazo (1871-1949) in the context of his artistic bloodlines. CFDA Members were inspired by the ensembles' rich colors and exquisite pleating, for which Fortuny was known.



STEVEN KOLB,  
NICOLE COLOVOS,  
AND MICHAEL COLOVOS

**HELMUT LANG X CFDA SUMMER SCREENING**  
**6.26** In partnership with Helmut Lang, the CFDA hosted a Summer Screening Series at the Crosby Street Hotel as part of its Cultural Enrichment Program. Helmut Lang's creative directors, **Michael** and **Nicole Colovos**, chose a film that would not only inspire fashion and reflect on culture but that would also guarantee a passionate dialogue: *Scarface*.



**"STEPHEN BURROWS:  
WHEN FASHION DANCED"**

**7.16** The CFDA, **Stephen Burrows**, and Phyllis Magidson, curator of costumes and textiles at the Museum of the City of New York, hosted a Members' tour of "Stephen Burrows: When Fashion Danced" at the museum. Stephen took Members through the years 1968 to 1983 while sharing personal anecdotes about original sketches, videos, photographs, and over 50 garments. Members were able to admire the metallic and fringed fabrics, as well as his signature lettuce edges and slip dresses, which defined the New York disco-club scene.



**SEEING CLEARLY  
WITH STEVEN ALAN**

**8.13** On a summer night, **Steven Alan** and Steven Kolb hosted an event celebrating the launch of Steven Alan Optical at the designer's Chelsea flagship store. A slew of our favorite bloggers and editors, such as William Yan, *Esquire's* Nick Sullivan, and Justin Berkowitz of *Details*, attended the fete, and guests tried on everything from prescription spectacles to summer sunglasses.



SIMON  
DOONAN  
AND SHARON  
SOCOL

**PLUS ONE: SHARON SOCOL EVENT**  
**2.19** In February, Barneys New York celebrated Sharon Socol's *Plus One: An Outsider's Photographic Journey into the World of Fashion*. The book features 100 candid images from seminal moments at famed fashion shows and parties in New York and Paris. For more than a decade, from 2001 to 2010, photographer Sharon Socol accompanied her husband, retail visionary Howard Socol, then CEO of Barneys New York, to high-profile runway shows and fashionable events. CFDA designers such as **Tommy Hilfiger**, Rag & Bone's **Marcus Wainwright** and **David Neville**, **Narciso Rodriguez**, and **Isabel Toledo** attended the event, and CFDA received a portion of the proceeds from *Plus One*.



ATHENA  
CALDERONE  
AND MONICA  
BOTKIER

JEFF  
HALMOS  
AND SAM  
SHIPLEY

**TUMBLR AT THE HOME**

**4.8, 7.30 + 12.11** Tumblr and the CFDA initiated the Tumblr Talks series to introduce prominent fashion bloggers to various designers. **Lela Rose** and Steven Kolb kicked off the series by hosting a tea party at Lela's Downtown Manhattan home. The morning kicked off with a sublime tour of the house, which gave bloggers the opportunity to snap photos and get a peak inside Lela's life. A few months later, the CFDA flexed its menswear muscle by holding its second installment of Tumblr Talks together with Shipley & Halmos. **Sam Shipley**, along with **Jeff Halmos** and Steven Kolb, welcomed bloggers into his Brooklyn backyard, where they snacked on basted ribs and other barbecue fare specially prepared by the hosts. In December, **Monica Botkier** had a holiday soiree at her Brooklyn brownstone in tandem with Athena Calderone of the inspirational blog Eye Swoon.



**"IMPACT" OPENS AT BOCA  
RATON MUSEUM OF ART**

**1.26** Due to the success of "IMPACT: 50 Years of the Council of Fashion Designers of America," which premiered at the Museum at FIT in February 2012, the CFDA took the exhibition on tour. The first stop was the Boca Raton Museum of Art, in Florida, from January 29 to April 21. "IMPACT" showcased an eclectic collection of ensembles by over 50 CFDA designers. As with the first iteration, the CFDA invited Members to select an item that they believed had the most impact on the American fashion industry. CEO Steven Kolb attended the opening gala on January 26 as a guest of the underwriter, Neiman Marcus. The dress code for the evening? American designers, of course.



**PERRY ELLIS  
BOOK LAUNCH**  
**10.17** On Thursday, October 17, the CFDA and **Jeffrey Banks** hosted a book-launch event to celebrate *Perry Ellis: An American Original*, the first complete monograph to celebrate Ellis's exemplary career.



DESIGN IT.  
PROTECT IT.

ideas creativity inspiration passion originality business experience  
integrity innovation reputation respect confidence talent

CFDA

**DESIGN  
MANIFESTO**

**9.11** Originality and creativity in design are two tenets that the CFDA emphatically maintains. To show support for the eradication of design piracy, and as a reminder to design with integrity, the CFDA has, for the third consecutive year, commissioned a Design Manifesto poster that embodies these values. The 2013 edition was created by Alex Wiederin, creative director of Buero New York. The design is of a face made up of rearranged letters from the thirteen words that represent the CFDA's core values: *inspiration, creativity, talent, ideas, innovation, passion, confidence, business, originality, integrity, experience, respect, and reputation*. The manifesto debuted at the Proenza Schouler spring/summer 2014 show on Wednesday, September 11. Both the poster and notebook were mailed out to over 700 associates of the CFDA. "Originality is the ability to think independently and creatively," Steven Kolb wrote in a letter that accompanied the mailing. "We hope our Design Manifesto serves as a positive influence for all working designers!"



SIMON ALCANTARA

SIMON ALCANTARA



LISA SALZER

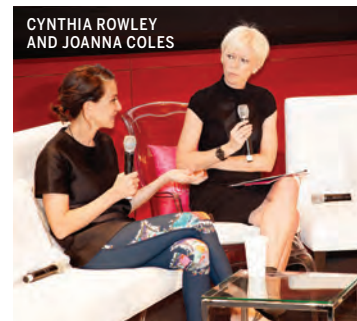
## INAUGURAL JEWELRY SHOWCASE

**10.16** On Wednesday, October 16, the CFDA hosted its first-ever Jewelry Showcase at the CFDA's downtown office. Amid a room of resplendent jewels and burnished silver, editors, and retailers had the opportunity to browse the collections of nineteen CFDA jewelry designers. **Simon Alcantara**—who helped generate the idea, together with Talya Cousins, the former senior accessories editor of *W* magazine—rhapsodized about the showcase, as did the other eighteen brands. After a day of showing collections, the designers and the CFDA celebrated by hosting an intimate cocktail event.

**INAUGURAL JEWELRY SHOWCASE**  
ANGELA CUMMINGS  
DANIELLE and JODIE SNYDER  
DANNIJO  
DEAN HARRIS  
GERARD YOSCA  
KARA ROSS  
STEVEN LAGOS  
LISA JENKS

LORELE RODKIN  
LISA SALZER  
LULU FROST  
MICHAEL SPIRITO  
MIMI SO  
MISH TWORKOWSKI  
MISH  
NAK ARMSTRONG  
NICHOLAS VARNEY  
NICHOLAS VARNEY JEWELS

SIMON ALCANTARA  
STEPHEN DWECK  
RACHEL DOOLEY  
GEMMA REDUX  
RON ANDERSON and DAVID REES  
TEN THOUSAND THINGS  
CHERYL FINNEGAN  
VIRGIN'S SAINTS AND ANGELS



CYNTHIA ROWLEY AND JOANNA COLES

**COSMOPOLITAN CAREER DAY**  
**11.16** On Saturday, October 16, the CFDA and *Cosmopolitan* magazine hosted a career summit for young professionals at the Hearst Tower. Nearly 200 students attended the day-long event, where they received advice and heard anecdotes from industry mavens such as *Cosmopolitan's* editor in chief, Joanna Coles, who moderated the discussions with **Cynthia Rowley**, **Isaac Mizrahi**, *Orange Is the New Black* costume designer Jenn Rogien, and IMG's Ivan Bart. One lucky student also won lunch with Steven Kolb by writing why he or she was most deserving of the prize.



JONATHAN SKOW AND TRINA TURK

**TRINA TURK HOSTS WEST COAST COCKTAIL**  
**10.24** CFDA Member **Trina Turk** hosted an evening cocktail at her home for all West Coast-based CFDA Members. A slew of Los Angeles designers attended the evening, including **Scott Sternberg**, **Cynthia Vincent**, **Adriano Goldschmied**, **Sue Stemp**, **Irene Neuwirth**, **Gregory Parkinson**, **Rozae Nichols**, **Doo-Ri Chung**, and **Shane Baum**.



## THE CFDA HEALTH INITIATIVE

In September, right before the start of New York Fashion Week, CFDA President **Diane von Furstenberg** and CEO Steven Kolb sent a message to the fashion community highlighting the organization's ongoing effort to promote the CFDA Health Initiative. The initiative encourages designers to not use models under the age of sixteen on the runway. The CFDA encouraged the community to uphold the tenet that the most powerful message we can send is one of diversity and the notion that, above all else, health is beauty. As part of the Health Initiative, throughout September Fashion Week the CFDA partnered with Organic Avenue, a vanguard of health and nutrition, to provide discounted juices, food, and education to models and the fashion community at large.



LAURA MULLEAVY AND DIANE VON FURSTENBERG

STACEY BENDET AND KEVIN SYSTRUM

## THE CFDA AND INSTAGRAM CELEBRATE TOGETHER

**10.7** They say a photo is worth a thousand words. But these days, a photo is also worth a filter, tag, and share. No one understands this better than social-media mastermind Kevin Systrom, the cofounder of the fashion community's favorite photo-sharing app, Instagram. On Thursday, October 7, a group of CFDA designers, magazine editors, and the talented teams at Facebook and Instagram gathered at CFDA President **Diane von Furstenberg's** New York studio to toast the company's third year in existence. "Instagram is so much about community for us," said Emily White, then its director of business operations. "So we're glad to bring you all into this community"—a community the CFDA was thrilled to *share*.



## FASHION HACKATHON WITH GLAMOUR MAGAZINE

**9.7** On Saturday, September 7, in between fashion shows, the CFDA and *Glamour* magazine hosted Dressed to Code, a fashion hackathon held at General Assembly, in New York. *Glamour* editor in chief Cindi Leive and CFDA CEO Steven Kolb kicked off the day by speaking about the intertwining of fashion and technology to the room of well-dressed developers, designers, and entrepreneurs—more than 50 percent of whom were women, versus the 5 percent at typical hackathons. As the teams got working, software developers from Facebook, Tumblr, Gilt, Aviary, and *Glamour* were on hand to consult and answer questions. In the evening, participants presented their fashion apps and prototypes to a panel of judges, including CFDA Member **Rebecca Minkoff**, Vine cofounder and creative director Rus Yusupov, Wanelo founder and CEO Deena Varshavskaya, and 72Lux founder and CEO Heather Marie, who then selected the three winning teams. Taking first place were Michelle Austria Fernandez and David Lau, who won for Thrifter, an app that allows people to sell and bid on clothes and accessories.

## STEVEN KOLB COHOSTING EBAY NEW YORK-CENTRIC EVENT

**7.9** Technology and fashion collided at an event hosted by Steven Kolb, eBay president Devin Wenig, City of New York chief digital officer Rachel Haot, and Jauretsi, curator of eBay's The Inside Source blog. Guests gathered at the Hotel Americano in Chelsea for rooftop cocktails to celebrate the city's innovation in technology, fashion, and culture. DJ Hannah Bronfman played a series of summer jams while guests like **Rebecca Minkoff** and **Max Osterweis** mingled poolside.

## CFDA X STYLECASTER DIGITAL DINNER

**1.15** In January, the CFDA teamed up with StyleCaster and Eva Chen, now the editor in chief of *Lucky* magazine, to host a #NYFWPrep Digital Dinner at Izakaya. Digital mavens such as Erika Bearman (@oscarprgirl), John Jannuzzi (@johnjannuzzi), and Leandra Medine (@manrepeller) traded Instagram-filter preferences, opinions about Pinterest, and thoughts on the use of hashtags during the collections, while feasting on delicious sushi and sake. In order to further prepare for the days ahead, guests were sent home with Fashion Week essentials from Organic Avenue and NARS Cosmetics.



## DECODED FASHION HACKATHON CONFERENCE

**2.2, 2.3 + 2.14** Decoded Fashion teamed up with the CFDA to produce the world's first Fashion Hackathon, presented by Condé Nast. The competition, in which top engineers, graphic designers, and entrepreneurs had 24 hours to create an app or startup concept that solves a pivotal industry problem, and that furthers the CFDA's new mission statement: Strengthen the influence and success of American Fashion Designers in the global economy. The top three teams presented their concept at Mercedes-Benz Fashion Week in New York. **SWATCHHit**, which connects designers with fabric creators and other artisans, was selected as the Hackathon winner, and its creators received \$10,000, as well as the chance to have their app launched by the CFDA. Hackathon judges included Uri Minkoff, Steven Kolb, *Style.com* editor in chief Dirk Standen, **Zac Posen**, and Gilt Groupe chairman Susan Lyne.



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