

**HULU TO EXCLUSIVELY PREMIERE “THE FASHION FUND,”  
A BEHIND-THE-SCENES LOOK AT THE PRESTIGIOUS  
CFDA/VOGUE FASHION FUND AWARD**

**Series Marks the First Time *Vogue*, the CFDA, and Break Thru Films Have Created Content  
Exclusively for a Digital Platform**

**Los Angeles, CA, January 26, 2012-** Hulu today announced the exclusive premiere of the highly anticipated series “The Fashion Fund,” available for the first time on Hulu and Hulu Plus. This six-part series, produced by Break Thru Films and directed by Ricki Stern and Annie Sundberg, chronicles the 2011 CFDA/*Vogue* Fashion Fund competition and offers Hulu’s fashion-savvy audience an opportunity to go behind the scenes and into the lives of the ten talented finalists as they compete for the prestige and benefits that come from winning the industry’s most influential award.

Launched in 2003, the CFDA/*Vogue* Fashion Fund has played a major role in building the success of today’s young American fashion brands. Past finalists include Proenza Schouler, Alexander Wang, Rag & Bone, and Rodarte. “The Fashion Fund” marks the first time access on this scale into the real workings of fashion has been made available to the public. The fashion authorities of *Vogue* and the CFDA join forces for the first time with the extraordinary digital distribution of Hulu, allowing viewers to see this content whenever and however they wish.

"Hulu actively seeks out great TV series that will connect deeply with specific, passionate audiences. *'The Fashion Fund'* is just the type of show that will appeal to our viewers who are passionate about fashion and design," said Hulu SVP of Content Andy Forssell. "We know that *Vogue* and the CFDA have nurtured up-and-coming design talent for more than a decade, and we're excited to bring this series to our users."

In the first episode, premiering today, viewers are brought into the CFDA/*Vogue* Fashion Fund Selection Committee’s opening meeting at the CFDA offices, where the ten finalists, including this year’s talented winner, Joseph Altuzarra, are selected. Additional episodes follow the ten finalists over the four months that they compete for the annual award, which includes a significant cash prize as well as a year of mentorship from top industry executives. The competition is overseen by a committee of fashion industry leaders including Diane von Furstenberg, Anna Wintour, and Jack McCollough and Lazaro Hernandez of Proenza Schouler.

“Hulu is a great platform for ‘The Fashion Fund,’” said Steven Kolb, CEO of the CFDA. “It allows us to connect directly with a new audience in a new way, and helps us share the compelling story of the CFDA/*Vogue* Fashion Fund and the participating designers.”

“The Fashion Fund” is available now exclusively on Hulu and Hulu Plus at [www.hulu.com/thefashionfund](http://www.hulu.com/thefashionfund). Images, clips and episode synopses for “The Fashion Fund” are available upon request.

For more info on the CFDA/*Vogue* Fashion Fund, visit [www.vogue.com/the-fashion-fund/](http://www.vogue.com/the-fashion-fund/).

**About Hulu:**

Hulu is an online TV service whose mission is to help people find and enjoy the world's premium content when, where and how they want it. As we pursue this mission, we aspire to create a service that users, advertisers and content owners unabashedly love. Hulu was founded in 2007 and is operated independently by a dedicated team with offices in Los Angeles, New York, Chicago, Tokyo and Beijing. NBCUniversal, News Corporation, The Walt Disney Company, Providence Equity Partners, and the Hulu team share in the ownership of the company.

[www.hulu.com](http://www.hulu.com)

**About Vogue:**

The foundation of *Vogue's* leadership and authority is the brand's unique role as a cultural barometer for a global audience. *Vogue* places fashion in the context of culture and the world we live in—how we dress, live, and socialize; what we eat, listen to, and watch; who leads and inspires us. *Vogue* invests in the industry at large, and continues to lead readers to what will happen next. Thought-provoking, relevant, and always influential, the power of *Vogue* continues to define the culture of fashion.

[www.vogue.com](http://www.vogue.com)

[www.twitter.com/voguemagazine](https://www.twitter.com/voguemagazine)

**About the CFDA:**

The Council of Fashion Designers of America, Inc., (CFDA) is a not-for-profit trade association founded in 1962 that leads industry-wide initiatives and whose membership consists of more than 400 of America's foremost womenswear, menswear, jewelry, and accessory designers. In addition to hosting the annual CFDA Fashion Awards, which recognize the top creative talent in the industry, the organization offers programs that support professional development and scholarships, including the CFDA/*Vogue* Fashion Fund, the Geoffrey Beene Design Scholar Award, the Liz Claiborne Scholarship Award, the CFDA/*Teen Vogue* Scholarship, and the Gilt All Star Scholarship. Member support is provided through the Business Services Network, a high-profile group of companies offering designers strategic opportunities. The CFDA Foundation, Inc. is a separate not-for-profit organized to mobilize the membership to raise funds for charitable causes. Through the Foundation, the CFDA created and manages Fashion Targets Breast Cancer; raises funds for HIV/AIDS organizations with 7th on Sale; addresses the issue of model health with The CFDA Health Initiative; and is a key participant in other programs such as the annual Fashion's Night Out.

[www.cfda.com](http://www.cfda.com)

[www.facebook.com/counciloffashiondesignersofamerica](https://www.facebook.com/counciloffashiondesignersofamerica)

[www.twitter.com/cfda](https://www.twitter.com/cfda)

[www.cfda.tumblr.com](http://www.cfda.tumblr.com)

[www.youtube.com/cfdatv](https://www.youtube.com/cfdatv)

**About Break Thru Films:**

Break Thru Films is headed by Emmy nominated directors, writers, and producers Ricki Stern and Annie Sundberg. Their mission is to create powerful character-driven documentaries and dramatic films.

Ricki and Annie's films *Joan Rivers - A Piece Of Work*, *The Devil Came on Horseback*, *Burma Soldier* and *The Trials of Darryl Hunt* have been Sundance and Tribeca Film Festival favorites winning numerous awards airing on HBO, National Geographic, Showtime. Other projects include: *Secret Access: UFO's On the Record*, (History Channel), and short films for Kenneth Cole, Sundance Institute / Bill & Melinda Gates Foundation (BMGF) and The American Foundation for Suicide Prevention. Most recently, they created the national marriage equality spots for the Human Rights Campaign.

Annie and Ricki have been recognized with the Best Female Filmmakers Award-San Diego Film Festival, Adrienne Shelly Excellence in Filmmaking Award and Lena Sharpe/Women in Cinema Persistence of Vision Award—Seattle International Film Festival.