



Ben Sherman, Gladson, Costume Designers Guild & Motion Pictures Costumers Partner to Aid Healthcare Workers for COVID-19 Relief



For Immediate Release

[April 13, 2020] – Ben Sherman and Gladson announced their partnership to support the Costume Designers Guild, Motion Picture Costumers, and the IATSE in their mission **providing aid and relief to American healthcare workers** in response to the current COVID-19 pandemic.

Faced with this unprecedented crisis Ben Sherman and Gladson are honored to support the Costume Designers Guild, Motion Picture Costumers, and the IATSE in the production and **delivery of up to 50,000 protective masks to aid healthcare workers on the frontline**. Closely monitoring the situation, they will send these masks to hospitals in the U.S. experiencing the most severe lack of personal protective gear.

This is an **organic collaboration for the two brands that stems from their industry knowledge, resources, and craft** in producing high-quality custom and ready-to-wear garments in the menswear industry. Bringing their expertise along with a network for moving the goods within the U.S., they are forming a well-oiled machine with the Costume Designers Guild, Motion Picture Costumers, and the IATSE in Los Angeles to source **high-quality cotton fabrics to produce masks and transport all while prioritizing the health and safety of employees and their families**.

Together, the brands are **committed to doing their part for the community during these difficult times** and will be continuing to provide updates on the roll-out of future initiatives.

Talbot Logan – SVP, Brand Management, Ben Sherman

“Ben Sherman is honored to be able to partner with Gladson and the Costume Designers Guild, Motion Picture Costumers, and the IATSE to play a small part in manufacturing and distributing masks to those on the front lines who are fighting for each of us. We will continue to look for ways to support our communities at this time.”

Michael Solomon – Chief Executive Officer, Gladson

“Speaking for the entire company, we have been touched and overwhelmed by how responsive our community has been to answering the need of medical professionals across the nation during this crisis. COVID-19 has left us in these times of uncertainty feeling frustrated and helpless, and it is further highlighted by the impact on our industry. I am grateful to our customers who have requested cloth to produce masks for those working on the frontline in the medical field. With these efforts afoot, I believe we will persevere. We thank the costume designers, assistant costume designers, and illustrators of the Costume Designers Guild, the custom made and finish costumers of Motion Picture Costumers, and all of the IATSE members who are filling the pipeline with face masks and gowns made from our Gladson fabrics.”

**@BenShermanOfficial @GladsonLtd @CDGLocal892 @MotionPictureCostumers @IATSE
#ClothforCorona**

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About Ben Sherman

Ben Sherman was a legend in his own right. A man described as always embracing the new and different he continuously searched for the best. Ben Sherman was a passionate businessman with an artist's soul. He designed his first shirt over 57 years ago, and his ground-breaking designs cemented him as an icon in the fashion world. Today his namesake brand has been proudly adopted by cool youth subculture throughout the decades and has evolved to include ready-to-wear collections, made-to-measure tailoring, accessories, jewelry, and is a proud supporter of Team G.B. for the Tokyo 2020 Olympics.

About Gladson New York

Since 1948, Gladson New York has been the preeminent purveyor of the world's finest fabrics to the men's custom tailoring industry in the United States. This third-generation family business is part of a global textile group that includes HMS International Fabrics in New York, Huddersfield Fine Worsteds in the U.K., and Roger La Viale in India. Gladson and its sister companies represent a who's who of the best mills in Biella, Italy, Huddersfield, England, and other key textile weaving centers around the world. Vitale Barberis Canonico, Ermenegildo Zegna, Reda, E. Thomas, and Carlo Barbera are the luxury Made in Italy mills exclusively represented by the group, as well as England's own Hardy Minnis, the only woolen merchant in the world with the prestigious Royal Warrant By Appointment to H.M. Queen Elizabeth II. Gladson, along with parent company HMS International are one of the largest purveyors of fabrics for the luxury retail, made-to-measure, and custom tailoring industries. These fabrics are known throughout the world, from Savile Row to Shanghai and from 5th Avenue to Rodeo Drive.

About Costume Designers Guild

IATSE Local 892, established in 1953, is the official labor union for costume designers, assistant costume designers, and illustrators working in motion pictures, television, animation, and digital media. Presently the union represents 1200 international members. Costume design is storytelling in clothing. The costume designer is both psychologist and sociologist, articulating their observations not with words, but through creating a world with costumes. The results are unforgettable characters, and the influence of costume design resonates with audiences, and throughout fashion and culture.

About Motion Picture Costumers

Dressing the part since 1937. We are costumers. Tireless ninjas of the set, Continuity freaks. Detail geeks. Fabric nerds obsessed with creating the exact shade. Sleepless till every character's perfectly dressed. We know the script backwards and forwards researching periods on the fly. We pull, fit, pin, sew, create, and shop, and if we can't buy it, we build it. We're the unsung heroes behind the scenes – and the seams. We always come through, in the crunch around the clock – turning actors and backgrounds players into queens and kings, hippies and warriors, rock stars and robbers. We are IATSE Local 705, better known as the Motion Picture Costumers. Doing our job with art, skill, and panache for over 80 years.

Ben Sherman®

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