Fashion is about family. The Council of Fashion Designers of America has become the perfect embodiment of that statement. In over five decades, we have cultivated a sense of community among leading American designers, where kinship supersedes competition and the ultimate goal is to strengthen the impact of American fashion in the global economy—which is also the mission statement of the CFDA.

This year marked a major milestone for the CFDA. With the addition of 40 new designers to our membership, we broke through the 500 barrier. The continued growth is not just a testament to the immense fashion talent in America, but also a worldwide recognition that the CFDA is a top organization devoted to helping its designer constituency at every stage of their careers.

In 2015, we expanded this community to further propel the mission. Each CFDA department—Strategic Partnerships Group, Philanthropy, Education & Professional Development, Editorial & Communications among them—was tasked to assemble special committees composed of executives from all fields. These don’t have to be CFDA Members. The goal is to bring a wider perspective and a new level of expertise to the conversation, which is especially useful as the CFDA grows with several new initiatives.

In 2015, these included the integration of the Fashion Calendar into the CFDA, the launch of eyewear, jewelry, and manufacturing showcases, and the inaugural New York Fashion Week: Men’s, which galvanized the industry’s top talent to strengthen American menswear. It was a big success, and, just as importantly, brought this family even closer.
Membership in the Council of Fashion Designers of America 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.
Meet the New Forty
ANNA KHOURI

MATT BAlDWIN

LOUISE CAMUTO
Camuto Group
Louise Camuto and husband Camuto moved to New York City to study fine arts and commerce. She cofounded Camuto Group with Vince Camuto, her late husband. In 1978, she moved to New York City to study fine arts and commerce. She cofounded Camuto Group with Vince Camuto, her late husband. In 1978, she moved to New York City to study fine arts and commerce. Camuto now guides it, as well as Camuto lifestyle brand. As chief creative officer, Camuto directs global strategy for sale of products. She oversees distribution, market initiatives, and product development. She also leads all international design collaborations, including those with Urban Outfitters and J.Crew.

DAVID HART
David Hart
David Hart studied at the Fashion Institute of Technology and received his BFA in fashion design in 2004. While designing for Anna Sui, Tommy Hilfiger, and Ralph Lauren, Hart refined his skills and crafted his own aesthetic. In 2009, he launched the David Hart Co. line of luxury tees, bowties, and pocket square, followed by his first full menswear collection in 2013. Hart produces all of his clothing and fills in the U.S., Italy, Ireland, and the U.K.

SARAH BELTRAN
DEZSO BY SARAH BELTRAN
Inspired by her love for the oceanic world, Sarah Beltran founded Dezso—“desert” in Latin—in 2006. The F.I.T. graduate incorporates marine motifs and designs into her semi-precious, semi-precious, semi-precious-stone pieces. Diamonds, emeralds, blue tiger eye, coral, and black pearl are often cut or carved into shapes taken from the sea.

BRETT HEYMAN
EDE PARKER
Brett Heyman launched the Ede Parker brand of clutches and handbags in 2010. Inspired by acrylic bags made in 2003, he founded the Ede Parker line of luxury ties, bow ties, and pocket squares, followed by his first menswear to lead the inspiration and design of his line. He also directs global strategy for sale of products. He oversees distribution, market initiatives, and product development. He also leads all international design collaborations, including those with Urban Outfitters and J.Crew.

KENDRA SCOTT
Kendra Scott
Designer jewelry turned brand visionary and CEO Kendra Scott launched her first collection in 2002 with just $500. Today, Scott concentrates on design and production, and continues to develop her brand. In 2016, Scott left Simon Miller to pursue other projects in New York City.

JOHN BREVARD
John Brevard applies a background in astrology to his celestial designs. He directed global strategy for sale of products. He oversees distribution, market initiatives, and product development. He also leads all international design collaborations, including those with Urban Outfitters and J.Crew.

LISA MARIE FERNANDEZ
Lisa Marie Fernandez
After graduating from F.I.T., Lisa Marie Fernandez worked as a freelance stylist and designer in New York City, among others. She later became a successful freelance stylist before launching her namesake handbag brand in 2009. Fernandez has since added activewear, with silhouettes featuring her signature color blocking, exposed zippers, and geometric seams.

ELIZABETH FORTUNATO
Lizzie ForteDuo
Jewelry designer Elizabeth “Lizzie” ForteDuo launched at Paul Wilkinson Fine Communications for a communications firm prior to launching her namesake accessories label. Today, ForteDuo states that every piece of jewelry is personal. No two pieces are designed to be worn by the same person. Her love of fine jewelry initially drove her to design jewelry that defines her aesthetic. As a competitive champion boxer and fashion designer, she partnered with Evander Holyfield to create the Standard Style store in Kansas City, Missouri, and launched Baldwin Denim & Collection in 2009. Cut and sewn in U.S., the collection consists of menswear and womenswear, all functional and modern design, and American-made goods at its core.
Biannual Membership Meetings

4.30 + 10.27 The CFDA’s biannual Membership meetings are an opportunity for the CFDA to share plans for upcoming initiatives and objectives, as well as a valuable time for Members to interact and network. Members convened at the CFDA headquarters at 66 Bleeker Street in New York City twice in 2015, in April, for the plans for the inaugural New York Fashion Week. Men’s. Men were announced, and an overview was given of new professional-development opportunities and strategic partners that Members could take advantage of. It also featured a presentation on marketing and business development by Jamil Gunjee, chief marketing officer at Deep Focus. In October, the newly invited Members attended an exclusive New Member Orientation with the CFDA staff, followed by the general Membership Meeting, at which the latest Member benefits were discussed, as well as the upcoming 2016 New York Fashion Week dates and updates from the Jewelry and Eyewear committees. It concluded with a presentation by Karen Robinson, chief creative officer at Digital Brand Architects, on building a holistic brand, working with influencers, and utilizing Instagram and Snapchat.

New Members Party Hosted by Reed Krakoff

10.27 The 40 new Members were invited to the home of Reed Krakoff, Admissions Chair and Board Member, for the CFDA’s New Members Party. This was Krakoff’s second time hosting the annual event. The new designers had the chance to connect with one another before a private toast with Chairman Diane von Furstenberg and remarks from Krakoff, who recalled becoming a Member nearly two decades ago and how much the CFDA has evolved since.

“...The goal of CFDA Committees is to bring a wider perspective and a new level of expertise to the CFDA...”

—Lisa Smilor, Executive Vice President, CFDA

Designers on Instagram: #FashionLaunches at Bloomingdale’s

4.8 Designers Amy Smilovic, Billy Reid, Charlotte Ronson, Christian Siriano, Gilles Mendel, Gerard Yosca, and Italo Zucchelli were among those celebrating the launch of CFDA’s tenth book, Designers on Instagram: #FASHION, at Bloomingdale’s on 59th Street. CFDA/Bloomingdale’s branded selfie sticks were a popular accessory, and guests posed for selfies with friends. The book, published by Abrams, features more than 250 Instagram photos handpicked by the designers themselves.

MEMBER SHOWCASES

10.26, 1.17 + 11.20 In the fall of 2015, CFDA’s headquarters transformed into a showroom on three occasions. On October 26, the CFDA hosted its second Jewelry Showcase featuring the work of seventeen Members’ jewelry brands. On November 17, seven specialty studios and product-development ateliers—all grant recipients of the Fashion Manufacturing Initiative—participated at an Open House at the CFDA. On November 20, the CFDA became the home of the inaugural Eyewear Showcase, with nine Members’ brands exhibiting their latest sunglass designs.

MEMBER COMMITTEES

In 2015 the CFDA formed committees in different fields as a way to bring together CFDA Members who are experts in various areas. These groups include: the CFDA Philanthropy Committee, Eyewear, Education, Communications, and Jewelry committees.
In January, the fashion world mourned the loss of Vionnet. The widely respected businesswoman and designer had cofounded Nine West Inc. before launching her own label. The Whitney Museum of American Art observed her career with a commemorative exhibition, and her contributions were acknowledged by various organizations and awards. She had been a member of the CFDA since 1987, and her influence extended beyond fashion, as evidenced by her philanthropic endeavors, which included support for various causes, such as autism research and education, and her efforts to promote diversity and inclusion in the industry.

**Membership in Memoriam**

Vince Camuto

Vince Camuto was known for his beloved footwear, playing an instrumental role in the creation of Burch's Reva flat.

**Membership Current Roster**

This list includes over 500 members as of December 31, 2015, and represents the diversity and strength of the CFDA's membership. Theosos list is updated annually to recognize the contributions and achievements of each individual member. The CFDA celebrates its members' success and continues to support their growth and development in the fashion industry.

**Arnold Scassi**

Arnold Scassi, a founding member of the CFDA and a member of the Board of Directors, paid tribute to his colleague and mentor, wearing his designs at various events and social gatherings. Scassi was known for his innovative designs and his role in shaping the industry through his work with the CFDA and other fashion organizations.

**Carols Falchi**

Carlos Falchi, the Brazilian accessories designer, was known for his exotically handmade bags, which were a favorite of First Ladies, from Mamie Eisenhower to Laura Bush, in August. Born in Brazil, Falchi was a member of the CFDA, and his designs were showcased at various events, including the Whitney Museum of American Art's exhibition.

**Mary Ann Restivo**

Fashion was in the DNA of Mary Ann Restivo, a beloved designer, and her mother was known for her natural elegance woman whose style was influenced by Italian and French heritage. The P.F. graduate built a reputation as a creative designer of women's sportswear, with women such as Gloria Steinem, Candice Bergen, and Marla Maples wearing her designs. She also worked as a designer accessories for women who wanted to look and feel beautiful.
CFDA Education builds upon the Council of Fashion Designers of America’s mission to strengthen the impact of American fashion in the global economy through impactful programming intended to support the designer’s lifecycle, beginning with aspirational, student, and postgraduate, to emerging, and established-Member phases.
OVERVIEW EDUCATIONAL INITIATIVES

Through its Educational Initiatives, the CFDA has provided a generation of enduring support to the future of fashion via the merit-based and prestigious CFDA Scholarship Program. Students competitively develop portfolio-based submissions reviewed by an esteemed CFDA Member–based selection committee. Creative briefing is designed to prompt exploration of individual design identity combined with relevant industry parameters across a variety of design specializations, as well as sustainable fashion and social entrepreneurship. Post-graduation, the CFDA’s support continues with design fellowships framed to support the transition between education and industry. In addition to financial awards, these unique, carefully curated, postgraduate opportunities provide access to mentorship, immersive industry exposure, and iterative, creative research opportunities.

Fashion Education Committee

The mission of the inaugural CFDA Fashion Education Committee is to provide an iterative, external canvas and sounding board for strategic planning of the CFDA’s Educational Initiatives. Through shared opinion and dialogue, the intention is to shape, define, and build value within the fashion-education ecosystem. Members are invited to engage as advisors, acting as catalysts to support navigation of current and planned CFDA opportunity spaces charged with the goal to identify key needs and challenges from the vantage point of varied stakeholders.

CFDA Scholarship Legacy

In 1996, the CFDA established an endowed scholarship at Parsons School of Design in memory of Perry Ellis, Member and former President of the CFDA. In 1996, the CFDA Scholarship Program was created to award annual merit-based scholarship grants to students in their junior year in a four-year, full-time college-level fashion design program. The Clara Hancox Scholarship Fund was added in 2007 to support the next generation of menswear designers in honor of Clara Hancox, who reported for the Daily News Record (DNR) from 1944 to 1993. Each year, the CFDA selects one aspiring menswear design student among the applicants within its existing Scholarship Program to receive the award. In 2014, an Excellence in Technical Design Award was added, celebrating three-dimensional design acumen.

“The impact of the CFDA’s legacy of enduring support to fashion education is substantial— awarding 238 merit-based scholarships and $1.56 million dollars. Equal to the program’s financial value, through its competitive selection process, CFDA Design Scholars earn the hallmarks of recognition, honor, and prestige. Their talented vision is our fashion system’s future.”

—Sara Kozlowski
Since its inception in 1996, the CFDA Scholarship Program has awarded 238 merit-based scholarships totaling nearly $1.6 million in support. As the cost of higher education continues to rise, the financial impact of the program’s legacy is substantial. In March, CFDA Scholarship Committee Members reviewed 92 portfolios, resulting in a total of $160,000 in awarded funds.

Equal to the program’s financial value, through competitive selection, CFDA Design Scholars earn the hallmarks of recognition, honor, and prestige. Invitation-based participation is highly competitive, with entrants representing the best of undergraduate talent from the country’s top design colleges and universities. CFDA Design Scholars are creative ambassadors who demonstrate an exemplary caliber of talent, potential, and professionalism. An estimated 1,370 students of participating Educational Initiatives schools developed portfolio-based submissions in 2015 for the CFDA, Geoffrey Beene, Teen Vogue/Target, and Liz Claiborne scholarship awards. Only thirteen CFDA Design Scholars and two honorable mentions were identified. Each student sketchbook, written statement, and portfolio received careful evaluation, followed by thorough deliberation, a process taken very seriously by each dedicated CFDA Scholarship Committee Member.

**2015 CFDA Scholarship Committee**
- Oriana Armas
- Michael Colovos
- Lisa Fernandez
- Tessa Giambattista
- Karen Hartman
- Sara Kozlowski
- Zac Posen
- Samir Soufan
- Lisa Smilow
- Suzanne Sydorek
- Behno Azad
- Sara F Pour
- Lisa Smilor

**$10,000 Award Winners**
- Young Shin Hong
- Jennifer Lee
- Pitzily Villadiez Ortega
- Ann Phuong Thy Do

**$5,000 Award Winners**
- Minsu Kim
- Anh Phuong Thy Do
- Tongxu Shan
- Sunghoon Yoon

**Honorable Mentions**
- Jennifer Vinh
- Minae Kim
- Sunghoon Yoon

**2015 CFDA Scholarship Awards**

**THE FOLLOWING SCHOOLS WERE INVITED TO PARTICIPATE IN THE CFDA SCHOLARSHIP PROGRAM IN 2015**
- Academy of Art University, San Francisco, California
- California College of the Arts, San Francisco, California
- Columbia College Chicago, Chicago, Illinois
- Drexel University, Philadelphia, Pennsylvania
- Fashion Institute of Technology, New York
- Kent State University, Kent, Ohio
- Massachusetts College of Art and Design, Boston, Massachusetts
- Miami International University of Art and Design, Miami, Florida
- Parsons School of Design, New York
- Philadelphia University, Philadelphia, Pennsylvania
- Pratt Institute, Brooklyn, New York
- Rhode Island School of Design, Providence, Rhode Island
- Savannah College of Art and Design, Savannah, Georgia
- School of the Art Institute of Chicago, Chicago, Illinois
- Syracuse University, Syracuse, New York
- University of Cincinnati, Cincinnati, Ohio
- Virginia Commonwealth University, Richmond, Virginia
- University of Nebraska, Lincoln, Nebraska
The CFDA/Teen Vogue Scholarship in Partnership with Target is an exclusive opportunity for full-time sophomore students majoring in fashion design. Applicants are challenged to create a visionary Target Guest Designer capsule collection marrying their own aesthetic with the design DNA of a selected CFDA Member in one of the categories of womenwear, menswear, and accessories. Sanglim Lee of Savannah College of Art and Design earned the distinction of 2015 Target Fashion Scholar and has been awarded a $25,000 Scholarship for her safari-inspired streetwear collection based on menswear design. Sanglim Lee of Savannah College of Art and Design was invited to Target’s headquarters in Minneapolis in June, where her achievement was announced. As Target Fashion Scholar, Sanglim traveled to New York to attend Teen Vogue University as a guest of Teen Vogue; met CFDA and Selection Committee Members Phillip Lim and Maxwell Osborne; attended the CFDA Fashion Awards in June, where her award was announced; and visited Target’s headquarters in Minneapolis.

The Liz Claiborne Design Scholarship Award was established in 2009 by the CFDA and the late Art Ortenberg, Liz Claiborne’s husband and business partner. The scholarship commemorates her remarkable career and celebrates the important contribution Liz Claiborne made to sportswear, redefining the way American women dressed. Participants are challenged to translate her innovative approaches to design, merchandising, and business to contemporary fashion. A teaching curriculum specifically developed for the program gives students the chance to reinterpreta Liz Claiborne’s design ethos, “fit the way you live,” and to dress women of the twenty-first century. The award identifies one womenwear-design student who, given the current culture and world in which today’s woman lives, best addresses her lifestyle and needs. In 2014, an additional Excellence in Technical Design Award of $5,000 was established. The School of the Art Institute of Chicago’s Noa Loewald Hu is the 2015 winner of the Liz Claiborne Design Scholarship Award. Noa attended the CFDA Fashion Awards in June, where the prestigious award of $25,000 was announced.

The Geoffrey Beene Design Scholarship Award celebrates the extraordinary work of American fashion designer known for his instinctive, three-dimensional design approach. The competitive award embraces Geoffrey Beene’s architectural, whimsical, and often experimental design aesthetic. Applicants are prompted to fully explore material, shape, and form. Each year, one Geoffrey Beene Design Scholar and one Geoffrey Beene Excellence in Technical Design Award winner are selected to receive a $25,000 scholarship to defray full-time tuition costs and senior-year educational expenses. In addition, a $5,000 Scholarship is awarded for Excellence in Technical Design. These competitive awards are based solely on merit and judged by a panel of leading industry experts. Heather Rhee, the 2015 Geoffrey Beene Design Scholar and Geoffrey Beene Excellence in Technical Design Award winner attended the CFDA Fashion Awards in June, where her achievement was announced.

The CFDA and Barneys New York teamed up to inspire more than 40 students from the High School of Fashion Industries (HSFI). The full-day fashion immersion began in the Garment District with visits to FMI grant recipients New York Embroidery Studio, Wurtzfeld, and in Style USA. Students gained insights about unique career pathways in creative technical design and production, and explored digital technologies such as 3-D printing and laser cutting. The day continued with a tour of the CFDA FASHION INCUBATOR and a visit to jewelry designer Gerard Yosca’s studio.

“At New York Embroidery we learned about all the techniques used to add details to garments. Workers with many years of experience added beautiful, delicate detail to high-end garments with the use of old and new machines, creating embroidery, laser cutting, 3-D printing, screen-printing, and beading details. Being able to see all of these different embellishment techniques inspired me for my future designs and how to go about them.”—Yankarla Gonzalez, HSFI student

The inquisitive HSFI students compared notes over a pizza lunch, with Fashion Targets Breast Cancer Pinkberry frozen yogurt, hosted by the Garment District Alliance. Barneys New York CCO and senior executive vice president Daniella Vitale welcomed the group to the retailer’s headquarters and moderated the fashion panel discussion “Inspiring Stories: Routes to Success.” The executive panelists shared stories of their professional journeys, illuminating diverse and dynamic leadership roles in retail, brands, public relations, and operations.
CFDA+ and Eyes on Talents

CFDA+ is a virtual talent lab and mark of distinction. The CFDA’s platform unites the circles of CFDA Membership and Educational Initiatives communities, striving to strengthen the transition between education and industry. Because of the challenges graduates often face as they embark on their professional journeys, and in service to the 500-plus CFDA Members who need a streamlined approach to navigating a talent pool of thousands of graduates each year, CFDA+ was established. A rigorous three-phase selection process identifies top-tier talent, across various specializations, from a global community of invited colleges.

Through the generous support of Eyes on Talents cofounders Sam Shipley and Siki Im, Marcia Patmos, Michael Smaldone, and others, a community of global citizens with vision, potential, and talent—tomorrow’s designers—are showcased. Each winner receives a stipend of $50,000 and works collaboratively with Eyes on Talents cofounder Florian de Saint Pierre, the innovative platform offered a specific section for CFDA+ 2015 Design Graduates, providing unique yet global visibility.

The CFDA+ 2015 Design Graduates are a dynamic cohort of 54 designers from 21 countries representing graduates of sixteen leading U.S. and international design programs who truly are fashion’s future. They exemplify diverse talent with unique perspectives and creative acumen in womenswear, menswear, and accessories. CFDA+ 2015 Design Graduates include graduates of Parsons School of Design, Central Saint Martins, University of Westminster, and more. Each winner receives a stipend of $50,000 and works collaboratively with Eyes on Talents cofounder Florian de Saint Pierre, the innovative platform offered a specific section for CFDA+ 2015 Design Graduates, providing unique yet global visibility.

Meet the CFDA+ 2015 Design Graduates

Leonid BatEkhin

Leonid BatEkhin is a design graduate from University of Westminster.

“CFDA+ is a really useful device for the fashion industry, and also for educators to see the high standard of work being produced in such a wide range of fashion courses worldwide.” —Leonid Batekhin, CFDA+ 2015 design graduate, Parsons School of Design

The CFDA Eileen Fisher Social Innovator Award provides immersive access to specialized knowledge, skills, resources, and mentorship to three selected postgraduates through year-long rotational placements at Eileen Fisher. In August the CFDA and Eileen Fisher announced that Teslin Doud, Carmen Gama, and Lucy Jones, all graduates of Parsons School of Design, were the recipients of the first Eileen Fisher Social Innovator Award. “When announcing this award, we knew it would attract top design talent,” said Eileen Fisher. “What we didn’t expect was the extraordinary vision and raw talent these three graduates possess. We are thrilled to have them build upon our sustainability initiative, and hopefully inspire other up-and-coming designers and brands to shape the impact of design sustainability with a fresh perspective.” Each winner receives a stipend of $50,000 and works collaboratively with Eileen Fisher’s team, utilizing her design principles to solve specific sustainability design challenges. During the inaugural 2015 residency, the trio of Eileen Fisher innovators researched and produced strategic design solutions under the Green Eileen initiative in support of Vision2020 goals.

Meet the Eileen Fisher Social Innovator Trio

Each winner receives a stipend of $50,000 and works collaboratively with Eileen Fisher’s team, utilizing her design principles to solve specific sustainability design challenges. During the inaugural 2015 residency, the trio of Eileen Fisher innovators researched and produced strategic design solutions under the Green Eileen initiative in support of Vision2020 goals.

CFDA Education + Accessory Innovation Award

For the 2015-2016 academic year, Kenneth Cole Productions and the CFDA announced the Kenneth Cole Footwear + Accessory Innovation Award, pledged with a $1 million five-year program commitment. Dedicated to men’s and women’s accessories design (footwear and handbags), this unique postgraduate opportunity encourages focus on design specialization and interest in community-based social initiatives.

Senior-year design students of invited schools are challenged to develop a portfolio-based collection. In addition to striving for design excellence, the collection’s concept is to be supported by a fully envisioned brand story encompassing a social or community-based component. Each winner that best demonstrates creative strength and professional potential in the areas of accessory design, brand storytelling, and civic engagement will be awarded the distinction of becoming a Kenneth Cole Footwear + Accessory Innovation Fellow, and will receive a twelve-month, full-time postgraduate placement with Kenneth Cole Productions. During the year-long placement, the winning designers will rotate through various areas of the Kenneth Cole Productions design team. In addition, the placement will explore the process of design to create value in society through empowered awareness, and will culminate with an applied project-based learning opportunity in the Kenneth Cole Foundation’s Corporate Citizenship division.
The CFDA’s Professional Development programming provides Members with relevant, practical information and resources that can be put to use in operating their businesses more effectively, while also helping them to gain valuable insights and develop strategies for growth. Created exclusively for CFDA Members and {FASHION INCUBATOR} designers, the meaningful professional development workshops, seminars, and discussions are presented by engaging industry experts, influencers, and thought leaders.
Professional Development CFDA Conversations

OVERVIEW CFDA CONVERSATIONS

In 2014, the CFDA launched CFDA Conversations, providing an agile forum for Members to engage with and learn from experts via all avenues of the industry. CFDA Conversations topics are curated across a wide spectrum of specializations, including branding and marketing, consumer experiences, digital strategies, global sourcing, organizational culture, best practices, talent acquisition, and more. Visit CFDA.com for CFDA Conversation recaps and more details.

The Art of Hiring

The 24Seven hosted a panel discussion, “The Art of Hiring,” which was moderated by Lisa Marie Ringus, executive vice president of business development at 24Seven, and included a panel of senior-level human-resources professionals from 24Seven, Theory, Helmut Lang, Reed Krakoff, and Urban Outfitters. Topics included industry salaries and pay scales, talent search, and overseas hiring and its legal implications.

Creating Your Space: Branding Through Architecture

The renowned architect Kony Duman spoke to CFDA Members about creating unique and engaging retail spaces. Duman addressed the importance of engaging customers through a thoughtful interplay of form and function to evoke a brand’s message. He also emphasized how brands can use architecture to their advantage as a force of empowerment and experimentation with customers.

Entering the European Market

“Entering the European Market” was hosted by Rene Schilder, founder of Focus on VAT, and Cullen Collins, COO of Alexander Wang. They discussed the tactical logistics of crossing borders, including how to minimize costs and maximize sales, supply chain creation, and transportation and storage of goods in Europe.

Exceptional Talent and the Bottom Line

Joe Medved, founder of Joe’s Blackbook, and his colleague Eric Pustow hosted a roundtable discussion with CFDA Members that defined best practices for identifying talent at all levels, centering on three main categories: defining exceptional talent, competing for the best talent, and integrating the recruitment of top-level talent into a company’s culture.

Outcast Agency Storytelling in the Digital Age

Jenny Dearing, TI Snyder, and Angela D’Arcy of the OutCast Agency hosted a CFDA Conversation and discussed storytelling in the digital age. Topics included new audience behaviors, new platforms, and new rules of the changing media and content landscape.

Taking Your Online Business to the Next Level

After first conducting an in-depth CFDA Member survey, Arvato Bertelsmann hosted a workshop about e-commerce and omni-channel strategies, with a focus on incorporating responsive-design apps, the cloud, mobile shops, and other elements that can be implemented now. The conversation closed with a Q&A spotlighting special guests Stephanie Hurbaczowski, StyleHaul’s president and CEO, and John Elkaim, Olapic’s CMO. Speakers from Arvato included Andrea Mahon, vice president of business development and client solutions, Arvato North America; Dominik Patrich, executive vice president, supply chain management for e-commerce, Arvato North America and Brazil; Laurence Jallet, fashion development director, Arvato North America; Armand Farsi, director of e-commerce center, Arvato AG; Frank Zimmerma, CEO, Arvato Systems.

Digital Media Series with Karen Robinovitz, Digital Brand Architects

INSTAGRAM: The nuance, the art, the path to a standout feed

Karen Robinovitz, cofounder of Digital Brand Architects, kicked off her four-part series with “Instagram: The Nuance, The Art, The Path to a Standout Feed,” sharing tips and tricks for a successful Instagram that’s suited to each brand’s DNA.

SNAPCHAT: It’s not a trend. It’s not going away. And it’s getting real.

For Snapchat’s Libby Conceco joined Robinovitz for the second series session “The Snapchat Chat.”

THE HOLISTIC BRAND: The cross-department conversations that have to start happening (more)

Karen Robinovitz spoke with CFDA Members about creating a holistic brand through departmental interconnectivity by using communication paths and reworking their media operations.

THE INFLUENCER: It’s a buzz word that gets tossed around freely—but it takes strategy and a budget to do well

Robinovitz concluded her four-part digital series by emphasizing that social media is here to stay, with guests Sophie Macks of @beyondthemag, Pari Ehsan of @paridust, Jamie Beck of @annstreetstudio, and Katie Rodgers of @paperfashion to participate in a roundtable with CFDA Members about how to approach an influencer.

“Take a look at the bigger picture. Be conscious of your grid—create consistencies in your design aesthetic and brand DNA.”

—Karen Robinovitz
The CFDA (FASHION INCUBATOR), which was launched in 2010, is a business-development program designed to support the next generation of fashion designers in New York City. The mission is to help grow and sustain the businesses of the ten participating brands over the course of the two-year program. By offering low-cost design-studio space, business mentoring, educational seminars, and networking opportunities, the FASHION INCUBATOR provides a way for participants to reach their full potential and become an integral part of the New York Fashion Community.
2.19 On the last day of New York Fashion Week: Women’s, the CFDA invited the industry at large to the FASHION INCUBATOR to view the fall/winter 2015 collections of each designer. The First Lady of New York, Chirlane McCray, also had the opportunity to view the collections of the ten brands.

2.21 CFDA Member Reed Krakoff visited the CFDA (FASHION INCUBATOR) designers in their studios and viewed their most recent collections. At the conclusion, Krakoff reminisced about his 20 years in the industry, which began when he was a student at Parsons, followed by his work for legends Ralph Lauren and Tommy Hilfiger, his taking the helm at Coach, and the launching of his namesake collection.

4.16 Shelly Socol, business mentor and cofounder of One Rockwell, hosted a two-part workshop for the 1.0, 2.0, and 3.0 (FASHION INCUBATOR) designers to discuss areas of digital media, including creative, UX, content development, photography, SEM, and leveraging assets to help brands accelerate their performance online.

4.17 Eric Jennings and Colleen Sherin invited the 3.0 (FASHION INCUBATOR) designers to visit Saks Fifth Avenue for a store tour. John Cruz, Saks’s general manager, welcomed the designers with a light breakfast, followed by a tour of the various departments. They heard about what the Saks customer is looking for and got a sneak peek of Saks Fifth Avenue’s store renovations and expansions.

4.21 CFDA Member Thom Browne visited the (FASHION INCUBATOR) designers in their studios and spoke one-on-one with each of them about business. Afterward, designers from the 1.0 and 2.0 classes joined the group to hear Browne speak about his start in the industry as a stylist, and the importance for designers to stay true to their vision.

4.27 Shelly Socol, business mentor and cofounder of One Rockwell, hosted a two-part workshop for the 1.0, 2.0, and 3.0 (FASHION INCUBATOR) designers to discuss areas of digital media, including creative, UX, content development, photography, SEM, and leveraging assets to help brands accelerate their performance online.

5.27 CFDA Member Thom Browne visited the (FASHION INCUBATOR) designers in their studios to see their collections and speak one-on-one with each of them about business. Afterward, designers from the 1.0 and 2.0 classes joined the group to hear Browne speak about his start in the industry as a stylist, and the importance for designers to stay true to their vision.

5.27 An Evening with Thom Browne

7.17 Eric Jennings and Colleen Sherin invited the 3.0 (FASHION INCUBATOR) designers to visit Saks Fifth Avenue for a store tour. John Cruz, Saks’s general manager, welcomed the designers with a light breakfast, followed by a tour of the various departments. They heard about what the Saks customer is looking for and got a sneak peek of Saks Fifth Avenue’s store renovations and expansions.

Professional Development [FASHION INCUBATOR]
W Hotels Activations: Inspiration Trips and More

Professional Development [FASHION INCUBATOR]

A Peace Treaty, Bogota
Designer Dana Arbib of A Peace Treaty traveled to Colombia, where she met with local artisans to learn more about their traditional craft techniques, such as hand-embroidery and working on the desk loom. These approaches were reflected in the brand’s spring/summer 2016 collection, titled Bachue.

Lucio Castro, South by Southwest, Austin
To coincide with the start of South by Southwest, Lucio Castro hosted a breakfast at the W Hotel Austin to launch his limited-edition T-shirt, which featured hand-sketch drawings of bats and bagels, two iconic symbols of Austin and New York.

San Francisco Showcase
11.04 CFDA [FASHION INCUBATOR] designers Alex Orley, Matthew Orley, and Samantha Orley of Orley; Dana Arbib of A Peace Treaty; Katie Ermilio; Lucio Castro; and Misha Nonoo visited San Francisco for the W Hotel Showcase in November. During an evening cocktail reception and presentation featuring models in their spring/summer 2016 collections, the designers had the opportunity to meet with local retailers, influencers, and members of the media. Each designer created his or her own shop in shop to display their collections.

Kara, Beijing
Sarah Law visited Beijing, where she worked her way through the vast city in search of floral inspiration. Visiting the Summer Palace and Yuyuantan Park to see the cherry blossoms were some of the highlights, as was a day spent exploring the Great Wall of China.

Wet Deck Collection
7.18 Designers Sara Beltran of Dezso, Misha Nonoo, and Isa Tapia designed a limited-edition collection for W’s South Beach property that was inspired by a group trip to Vieques, Puerto Rico. To highlight this, the designer showcased looks from their resort 2015 collections at a runway show at the W South Beach during Miami Swim Week.

A Peace Treaty, Chicago
Dana Arbib of A Peace Treaty created a limited-edition silk robe inspired by Chicago architecture for the W Hotel Chicago Lakeshore property. W Hotels hosted a brunch in Chicago during the Lollapalooza festival to celebrate the collaboration.

Kaelen, Southern United States Road Trip
Kaelen Haworth spent a week driving across the southern United States, from New Orleans to Mississippi, Austin, Marfa, and Dallas. Haworth had the opportunity to experience the best of the south, including dining on barbecue, visiting the Oak Alley Plantation, and shopping for handmade cowboy boots.

A Peace Treaty, Chicago
challenges faced by the fashion system today. A key goal of the CFDA + Lexus Fashion* Initiative is to enact measurable change with maximum positive impact. Designers are exposed to a variety of strategies, frameworks, and literacies sharing in the intention to problem solve through new materials, processes, and systems. Through the support of volunteering mentors, each participant is encouraged to examine all aspects of their business model and define actionable strategies for change, such as responsible sourcing methods, ethical manufacturing, supply-chain transparency, material innovation, scalable business strategies, and consumer literacies. At the conclusion of the program, the three brands which most significantly evolved their companies’ ethos to a higher standard of sustainability and social responsibility will be awarded a Grand Prize of $50,000 and two Runner-Up prizes of $25,000 each. The initiative additionally aims to instill the professional cohort with a heightened sense of community, empowerment, and purpose by enacting the program’s principles to change design through inspiration, innovation, and imagination.

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Ten brands have been selected to participate in a seventeen-month virtual residency program, engaging in a series of workshops, field visits, and mentorship opportunities. The program approaches sustainability with a holistic focus on the environmental, social, and financial challenges faced by the fashion system today. A key goal of the CFDA + Lexus Fashion* Initiative is to enact measurable change with maximum positive impact. Designers are exposed to a variety of strategies, frameworks, and literacies sharing in the intention to problem solve through new materials, processes, and systems. Through the support of volunteering mentors, each participant is encouraged to examine all aspects of their business model and define actionable strategies for change, such as responsible sourcing methods, ethical manufacturing, supply-chain transparency, material innovation, scalable business strategies, and consumer literacies. At the conclusion of the program, the three brands which most significantly evolved their companies’ ethos to a higher standard of sustainability and social responsibility will be awarded a Grand Prize of $50,000 and two Runner-Up prizes of $25,000 each. The initiative additionally aims to instill the professional cohort with a heightened sense of community, empowerment, and purpose by enacting the program’s principles to change design through inspiration, innovation, and imagination.

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The Spring 2015 CFDA/NYU Stern MBA Program connected top MBA teams with CFDA Member companies for a three-month live–case study course elective led by Professors Joseph Ferrara and Jeffrey Carr. Ten NYU Stern teams collaborated with CFDA Member organizations to produce in-depth strategic recommendations. Collaboratively, with the support of CFDA-appointed industry mentors, each team created customized strategic retail, operational, development, and marketing recommendations.

Summer 2015 MBA Associate Program

The CFDA facilitates MBA-student candidate recruitment based on needs and target areas of focus. Successfully matched MBA students from participating programs are placed in full-time positions during the summer months. These paid summer opportunities are often structured as project-based consultancies. Alice and Olivia, David Yurman, Kate Spade New York, Public School, and Tory Burch are among the CFDA Member brands that have participated in the past, and benefited from MBA expertise in marketing, retail, merchandising, brand/digital strategy, planning and operations, finance, and other areas.

Engaging with MBA Talent

On the morning of October 28 the CFDA and Lexus unveiled the ten finalists of the inaugural CFDA+Lexus Fashion* Initiative to the media, and hosted a gathering for everyone involved. The kick-off celebration was hosted at Le Turtle and was attended by the ten finalists and members of the Advisory Board. The kick-off marked the first time the finalists gathered together as a group.

Finalists Celebrate at Le Turtle

**OVERVIEW MBA COLLABORATIONS**

MBA Partnerships have successfully supported CFDA Members and (FASHION INCUBATOR) designers through collaborative, customized project-based consultancies and summer MBA associate placements. First established in 2011 with New York University's Stern School of Business, the program has expanded to include additional top business schools and functions to create a symbiotic relationship between business and design.

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**Engaging with MBA Talent**

Joseph Ferrara of Ferrara Manufacturing and a professor at NYU Stern School of Business moderated an interactive panel discussion highlighting the best practices to maximize project and consultancy-based opportunities with MBA students and graduates.

**Participating MBA Schools**

Columbia Business School

Harvard Business School

UCLA Anderson School of Management

Wharton University of Pennsylvania

NYU Stern School of Business

**2015 Participating Brands**

Alice and Olivia, David Yurman, Tory Burch, Tommy John

**2015 Participating MBA Schools**

Columbia Business School

Harvard Business School

NYU Stern School of Business

**Participating MBA Schools**

Columbia Business School

Wharton University of Pennsylvania

NYU Stern School of Business

**Panelists included Alumni of Wharton, Harvard, and Stern who have participated in CFDA MBA Programs in the past:**

- **Emily Cange**, Executive Director, Spend & Finance, Wharton Alumni MBA Alumna
- **Nagore Martinez**, Marketing, VENET, Harvard Business School Alumni
- **Mary Chang**, Manager of Strategy and Innovation, Wharton Alumni MBA Alumna
The Council of Fashion Designers of America continued to demonstrate its impact within the industry through the expansion of three key initiatives: New York Fashion Week, the Fashion Calendar, and the Fashion Manufacturing Initiative (FMI). Each initiative significantly contributed to the structure and growth of the fashion sector in New York and beyond.
In July, the CFDA launched New York Fashion Week: Men’s, a stand-alone showcase for American men’s fashion at Skylight Clarkson Square. Featuring 44 designer shows and presentations, NYFW: Men’s highlighted the breadth and diversity of American menswear, from sportswear to swimwear, streetwear to suiting; the event included global brands, established designers, and up-and-coming talents over the course of its four days.

The inaugural New York Fashion Week: Men’s event was made possible by our founding corporate partners, with Amazon’s portfolio of fashion sites leading the charge as Presenting Partner. The CFDA could not have executed this event without tremendous support from our additional partners, each of whom created unique activations to host and entertain guests in between shows.

NYFW: Men’s Founding Partners

NYFW: Men’s Ambassadors

NYFW: Men’s BY THE NUMBERS

44 DESIGNER SHOWS & PRESENTATIONS
7,000+ ATTENDEES
2.6 BILLION MEDIA IMPRESSIONS
42,000 NYFWM SOCIAL-MEDIA POSTS
249 MILLION OUT-OF-HOME IMPRESSIONS
NYFW: Women’s Branding Campaign

The CFDA worked with the brand-strategy and innovation agency Redscout to develop the new visual identity for New York Fashion Week. NYFW aligns all facets of the city’s runway shows and presentations—from central locations to off-site venues and events—under the New York Fashion Week brand. It unifies and solidifies the global impact of the New York industry. The CFDA promoted the campaign through a joint marketing effort with NYC & Co., the city’s marketing and tourism organization, and worked with venue producers, designers, and media firms to place the campaign. Laird & Partners led the campaign shoot, which took place at Amazon’s studio in Williamsburg, Brooklyn.

The Fashion Calendar

The Fashion Calendar reaches over 800 subscribers and oversees all of New York Fashion Week scheduling, including for Women’s, Men’s, Bridal, Resort, and Pre-fall. This year, the CFDA also introduced the Market Week subscription, which provides users with market-specific access to view related events.

NYFW: Men’s saw the most traffic to the Fashion Calendar. Similarly, the calendar also oversees the media and buyers registration, bringing in many more international users.

In February and September, for New York Fashion Week: Women’s, the calendar provided an on-the-go, mobile-optimized version of the schedule, allowing users to navigate the shows with greater ease. Through the Fashion Calendar, the CFDA has instituted a more streamlined structure for NYFW. Participating designers are now required to submit an application to be included on the official schedule. Look for an enhanced platform debuting in 2016. Email FC@cfda.com with any inquiries.

NYFW: Economic Impact

NYFW’s annual events generate close to $900 million in total economic impact. The fashion industry is an important segment of NYC’s economy, employing over 180,000 people.

Fashion Manufacturing

The Fashion Manufacturing Initiative (FMI) is a capital campaign and investment fund that was launched in partnership with Andrew Rosen and the New York City Economic Development Corporation in 2013. FMI’s aim is to preserve, nurture, and elevate design and manufacturing in New York City through various strategies, to ultimately connect American designers to local resources that can meet their production needs.

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FMI: By the Numbers

Over $800,000 awarded to 2015 FMI Grant Recipients

A driving component of the overall initiative is the annual FMI Grant Program, with which the CFDA awards financial investments to select New York City fashion production facilities to allow for the acquisition of innovative equipment, advanced technology, worker training, business consulting services, covering relocation costs, and capital improvements to the studio space to better service American designers. This year, an additional six facilities were awarded a FMI financial grant, totaling $800,000. This brings the FMI participant roster to nineteen New York City facilities and a total of $4 million in investment from the CFDA.
On the heels of a successful third year for the FMI in New York, and with the ultimate goal of supporting fashion manufacturing in a national and global economy, the CFDA headed to Los Angeles to explore the landscape of manufacturing in the area and discuss ways to support this important facet of the industry.

The CFDA and Not Just a Label (NJAL) presented “Introduction to L.A. Manufacturing” on the morning of October 21. Over 60 Los Angeles–based designers attended the breakfast, which was hosted by Laurie Lynn Stark and Richard Stark of Chrome Hearts at the brand’s large Hollywood headquarters. The CFDA and NJAL presented the different ways that they are working to preserve fashion production and artisanal techniques, domestically and internationally. Monique Lhuillier, Greg Chait of the Elder Statesman, Laurie Lynn Stark, and Josh Willis of Second/Layer shared their unique experiences, successes, and the roadblocks they faced in navigating West Coast manufacturing with their businesses. The event wrapped up with a lengthy discussion among the designers on hand, as they shared ideas, suggestions, and challenges. The CFDA looks forward to announcing the FMI expansion plans in 2016.

Barneys & CFDA Unveil Made in New York Collection

Barneys New York, the CFDA, and the New York City Economic Development Corporation (NYCEDC) teamed up with seven influential fashion brands to release the limited-edition Made in New York collection during New York Fashion Week: Women’s to support FMI. The collection, sold exclusively at Barneys New York’s flagship stores nationwide and online, included participating designers: Altuzarra, Narciso Rodriguez, The Row, Proenza Schouler, B.3, Rag & Bone, and Thom Browne. Every piece in the collection was entirely produced by local New York City–based manufacturers. The aim was to raise awareness, not only domestically but also internationally, of the capabilities and knowledge of the city’s fashion-manufacturing industry. Ten percent of the overall collection proceeds were donated to the FMI investment fund.

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Third-annual Fashion Production Town Hall Meeting

The CFDA organized its third-annual Fashion Production Town Hall Meeting at FIT, hosted by Steven Kolb and Andrew Rosen. All New York City production facilities and select designers were invited to attend the forum to learn more about the FMI, as well as to share thoughts and ideas about the future of production in the city. This was also an opportunity for CFDA’s five FMI preferred vendors to speak to the audience about the future of production processes, resulting from the innovative technology and advanced equipment that are being developed.

FMI Presents Sample Studios & Product Development Ateliers Showcase

For the first time, the CFDA hosted an open house at its headquarters to showcase a select group of the FMI Grant recipients, starting with its Sample Studios and Product Development Ateliers. The six FMI Participants were Design Incubator, Fix—one, New York Embroidery Studio, Osanari Seisakusho, a, Rainbow Leather, and Werkstatt. All CFDA Members and (FASHION INCUBATOR) designers were invited to the showcase to network with the studio-owners and review samples of their work. The next open house will present the FMI Grant recipients that specialize in full-service production.

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The CFDA/Vogue Fashion Fund was established in 2003 to help emerging American design talent find continued success in the business of fashion. With the money raised, and growing industry support, the CFDA/Vogue Fashion Fund has contributed significant financial rewards and provided business mentoring to the winning designers. Recipients are selected by a committee of industry experts based on the exceptional talent they have already demonstrated in fashion design and their capacity for future distinction in the industry.
CFDA/Vogue Fashion Fund

It Started Here is the theme for all CFDA/Vogue Fashion Fund alumni, and on this night, it was time to herald the 2015 finalists. Carolina Herrera hosted the cocktail party, calling the Fashion Fund “a fantastic program” that has “done a fantastic job for this new talent.” Joseph Altuzarra of Altuzarra, Prabal Gurung, and David Neville of Rag & Bone announced the finalists to the crowd, which included Andrew Rosen of Theory; Paul Andrew; Maxwell Osborne and Dao-Yi Chow of Public School and DKNY; Kenneth Cole; and Jenna Lyons of J.Crew.

Kate Spade Experiential Marketing Challenge

Kate Spade New York, an industry leader in advertising and branding, asked the CFDA/Vogue Fashion Fund finalists to distinguish themselves with limited resources in a world oversaturated with visual images. The designers were asked to imagine an event—a real-life experience or happening reflective of their brand’s DNA—to rise above the noise and create emotional engagement and buzz around their brand. Judges included Deborah Lloyd, chief creative officer of Kate Spade New York, and past CFDA/Vogue Fashion Fund designers Pamela Love and Rag & Bone’s Marcus Wainwright and David Neville.

Five Years of J.Crew Collaborations

For its fifth and final year as the title partner of the CFDA/Vogue Fashion Fund, J.Crew celebrated five years of collaborations with winners and runners-ups at its Fifth Avenue location. The evening kicked off with a designer conversation for fashion students. CFDA Editorial and Communications Director Marc Karimzadeh moderated the panel, which featured Joseph Altuzarra, Paul Andrew, Dao-Yi Chow, Prabal Gurung, Tabitha Simmons, and Maxwell Osborne. After the talk, customers were able to shop the exclusive collections—designed by Andrew, Eva Fehren’s Eva Zuckerman, and Ryan Roche—at the store.
The Fashion Fund Challenge

For the final stage before the 2015 winners were announced, the ten finalists brought their collections to the Chateau Marmont hotel in West Hollywood. The show and afternoon tea were presented by Amazon Fashion and hosted by Kim Kardashian West, Kanye West, Cathy Beaudoin of Amazon Fashion, and Vogue’s Mark Holgate and Lisa Love.

Reminiscent of a flash mob, the show featured marching-band drummers, several children, at least one man on a skateboard, and a number of dogs on the runway, including Irene Neuwirth’s pooch Teddy. The audience included Reese Witherspoon, Solange Knowles, Jaime King, Chrissy Teigen, and John Legend, as well as CFDA Members such as Francisco Costa, Rachel Zoe, Rachel Roy, Juan Carlos Obando, Scott Sternberg, Greg Chait, Jennifer Meyer, and Kate Mulleavy.

The Fashion Fund Moves to Amazon

Amazon announced that it will feature the new season of The Fashion Fund, the original unscripted series produced by Condé Nast Entertainment and Ricki Stern and Annie Sundberg of Break Thru Films. It will stream on Amazon with ten 30-minute episodes, and will be timed to the arrival of the finalists’ spring 2016 collections. Amazon Fashion will also offer a dedicated retail experience featuring the designers.

Fossil Design Challenge

One World Trade Center was the setting for this year’s CFDA/Vogue Fashion Fund Design Challenge cocktail event, hosted by Anna Wintour and Diane von Furstenberg. As the Challenge’s underwriter, Fossil asked each brand to create a look for a preassigned cultural activity, which plays into the brand’s ethos to appeal to the culturally curious. Each assigned event reflected a specific cultural movement—whether it was attending a ballet at Lincoln Center, walking the red carpet at the New York Film Festival, or flying out to Nevada for Burning Man, the designers were asked to be “curiously clever” in creating a look that their model (and date for this occasion) could wear.

M.A.C Cosmetics Design Collaboration

M.A.C Cosmetics officially unveiled a new partnership with the CFDA/Vogue Fashion Fund to offer one alumni women’swear brand the chance to create a capsule color collection as part of a challenge. Juan Carlos Obando, Tome, Cushnie Et Ochs, Tanya Taylor, and Chromat were chosen to create a concept for a six-piece makeup collection that translates their runway aesthetic to the world of beauty. Judged by a panel including M.A.C creative director James Gager, the winning label will receive a $50,000 prize and have its concept produced for retail in late 2017.
For the eighth and ninth times, the CFDA/Vogue Fashion Fund held its Americans in Paris showcase at 8 Rue de Valois during Fashion Week. The showroom, generously underwritten by TUMI, provides past finalists with a global platform as the biannual Paris collections attract press and retailers from around the world. For the first time, the October edition also featured the Parisian Breakfast & Instagrammable First Look at the #AmericansinParis Showroom for local bloggers, as well as Instagrammers in town for Paris Fashion Week.

The twelfth-annual CFDA/Vogue Fashion Fund culminated with a surprise. For the first time since the fund was created in 2003, the Selection Committee named three equal winners: Aurora James of Brother Vellies, Jonathan Simkhai, and Rio Uribe of Gypsy Sport. Each received $300,000 and a year of mentoring.

The gala dinner, generously supported by Westfield World Trade Center, took place at Spring Studios, and was attended by Karlie Kloss, Zendaya, Victor Cruz, Ladyfag, Harvey Weinstein, Francisco Costa, and Vera Wang, among others.

In her remarks, CFDA Chairman Diane von Furstenberg thanked her fellow Selection Committee members, and made a special call-out to the Fashion Fund alumni in the room. “It is always so touching and wonderful when you come back each year to support the new group,” she said. “We watch you continue to grow and we are proud of your success.” Amanda Seyfried introduced keynote speaker Riccardo Tisci, who participated in a conversation with Vogue’s Hamish Bowles.
The annual event, known as the Oscars of fashion, recognizes the outstanding contributions made to American fashion by individuals from all areas of the industry and related arts, with awards being given for design excellence in womenswear, menswear, and accessories, as well as extraordinary accomplishments in journalism, creative vision, and lifetime achievement. Nominations for each award category are submitted by The CFDA Fashion Awards Guild, an invitation-only network composed of top fashion retailers, journalists, stylists, influencers, and the 500+ Member designers of the CFDA. The nominees, as well as recipients of the honorary awards, are ratified by the CFDA Board of Directors.
Swarovski Nominees Channel Disruption Theme

5.11 “Disruption” was the single direction given to the nine 2015 CFDA Swarovski Nominees for one-of-a-kind crystallized objets d’art. The designers chose to customize an item they deemed disruptive using Swarovski crystals, of course. Their different takes on the meaning are evident in the array of objects, ranging from a backgammon set to a traffic drum. At an event hosted by Swarovski at the Gramercy Park Hotel, the objects were showcased to a room of over 150 designers, editors, and influencers, including CFDA Members Irené Neuwirth, Rebecca Minkoff, Stacey Bendet and Christopher Peters of Creatures of the Wind, Yigal Azrouël, Stan Herman, Jeffrey Banks, Erin Fetherston, Albertus Swanepoel, Tina Lutz, and Bibhu Mohapatra. Other notable designers who came to toast the nominees were Natalie Sos, Leandra Medine, Claire Distenfeld, Lindsay Ellingson, and Alexandra Agoston.

The pieces were now available for bidding through Paddle8, with proceeds benefitting Free Arts NYC, a nonprofit organization that provides under-served children and families with a unique combination of educational arts and mentoring programs that help them build the self-confidence and resiliency needed to realize their fullest potential.
The international fashion community gathered at Alice Tully Hall in New York City to celebrate the best in American design at the CFDA Fashion Awards, which was held in collaboration with Swarovski.

The event, which honored the theme of “Disruption” seen in many of the nominees’ work, was hosted by James Corden and recognized the outstanding contributions made to American fashion by individuals from all areas of the industry and related arts. Viewers were able to tune into complete Awards coverage, including red carpet and ceremony videos, on CFDA.com.
The Council of Fashion Designers of America (CFDA) Foundation is a separate not-for-profit organization that was created to raise funds for charity and industry activities. Specifically, the CFDA Foundation fund-raises annually for Fashion Targets Breast Cancer, which supports breast cancer patient care, HIV/AIDS treatment, and disaster relief. Through innovative partnerships with brands, retailers, and CFDA designers, the Foundation is able to leverage fashion and effectively generate awareness and funds for these charitable causes.
The CFDA partnered with MyHabit for a second time on Give with Style, a campaign that brings together top CFDA Members to offer steep discounts on designer merchandise. CFDA secured supermodel Linda Evangelista as the face of the campaign. “I was more than happy to lend my support,” Evangelista said. “The CFDA Foundation has done important work over the years, and supported many causes that are very dear to me.”

The online shop featured over 50 CFDA designers’ brands, such as Alexander Wang, David Yurman, Diane von Furstenberg, Kate Spade, Mara Hoffman, Marc Jacobs, Rag & Bone, Ralph Lauren, Reed Krakoff, Tommy Hilfiger, Tory Burch, and Zero + Maria Cornejo. At least 75 percent of the purchase price from each sale supported CFDA’s charitable initiatives. In 2015, the sale raised over $150,000 for multiple charitable organizations, including Prabal Gurung’s Shikshya Foundation Nepal charity, which provided aid to the victims of the recent earthquake in Nepal.

As natural disasters have begun to occur more frequently, the CFDA has taken the lead in galvanizing the industry. Now, the CFDA is embracing a more proactive role in fund-raising year-round through initiatives such as MyHabit’s Give with Style campaign.

Raising Funds For: Disaster Relief

As natural disasters have begun to occur more frequently, the CFDA has taken the lead in galvanizing the industry. Now, the CFDA is embracing a more proactive role in fund-raising year-round through initiatives such as MyHabit’s Give with Style campaign.

Raising Funds For: HIV/AIDS

The CFDA Foundation continues to support raising funds for HIV/AIDS. CFDA started fund-raising for HIV/AIDS with the advent of Seventh on Sale, which was founded in 1990 in tandem with Vogue magazine. In its first three incarnations (1990 in New York City, 1992 in San Francisco, and 1995 in New York) the initiative raised more than $1 million, which was distributed by the New York City AIDS Fund to benefit HIV/AIDS organizations. The 2005 relaunch of Seventh on Sale, available for the first time online through eBay, brought in an additional $7 million for the cause, which was distributed through opportunity grants and requests for proposal via the New York Community Trust. Beneficiaries over the years have included dozens of worthy organizations, like AIDS Community Research Initiative of America (ACRIA), Alpha Workshops, amFAR, Gay Men’s Health Crisis, God’s Love We Deliver, Greenhope Services for Women, Harlem United Community AIDS Center, HIV Law Project, and the Latino Commission on AIDS, among many others.

For fashion designers, inspiration can come from any place at any time, but more often than not, they cite a specific artist or work of art as informing the creative process. Cue the Art x Fashion online auction, a partnership between the CFDA and Paddle8 that went live in November. The auction featured works of art selected by CFDA Members that inspired their designs and overall creativity. “The worlds of art and fashion have always been intertwined, and with this auction we have the great privilege of witnessing how various artists have influenced some of the greatest creative minds of our time,” said Paddle8 cofounder Alexander Gilkes. “Art x Fashion marks an exceptional opportunity for collectors to acquire works of art that have had a genuine impact on the vision of these groundbreaking designers.”

Merging fashion with art, the CFDA launched a collaboration with Stacey Bendet of Alice + Olivia that will help support the CFDA Foundation. The three-year partnership has Bendet working with three artists to create one-of-a-kind pieces to be auctioned off, with 100 percent of the proceeds going to the CFDA Foundation. Versions of these items will then be featured in a capsule collection available at Alice + Olivia stores and other retail partners, with 50 percent coming back to support the CFDA Foundation as well. For the first collaboration, which was available on Paddle8, Bendet partnered with artist Domingo Zapata. The designer celebrated the launch of the collection at Zapata’s home and studio on Gramercy Park, with notable guests such as Kelly Rutherford, Andrew Rosen, Mary-Louise Parker, Rachel Roy, and Diane von Furstenberg.

“I was more than happy to lend my support. The CFDA Foundation has done important work over the years, and supported many causes that are very dear to me.”
—Linda Evangelista
What is a Patient Navigator?

Since 2011, the CFDA Foundation has partnered with the New York Community Trust to identify leaders in the field of breast cancer treatment, with a focus on expanding patient-navigator programs. In some communities, low-income, minority, and immigrant women do not seek or receive cancer screenings because of cultural or educational barriers, lack of health insurance, or access to primary-care physicians. As a result, some of these women are diagnosed with late-stage breast cancer by the time they seek treatment, and mortality rates for them are high.

Patient navigators are trained paraprofessionals who have been found to be critical in helping women seek screenings and, when diagnosed, receive treatment. Navigators serve as the liaison between physicians and patients, helping with every stage of the breast cancer process. When individuals want to stop treatment in order to better care for their children, or because they lack transportation, a navigator will intervene and help find a solution. Sometimes it is cooking dinner for the patient’s family or driving the patient to her appointment. In addition to social support, navigators have been critical in educating patients on their diagnosis and helping them understand the health care system. By eradicating barriers to seek screenings and treatment, patient navigators are helping to decrease mortality rates in these areas.

Fashion Targets Breast Cancer (FTBC), a charitable initiative of the CFDA Foundation, marshals the goodwill and services of every element of the fashion industry—including fashion designers in the U.S. and around the world, leading retailers, the world’s most famous models and celebrities, and photographers, as well as media, advertising, and PR firms—to raise national and international awareness and funds for the breast cancer cause. The initiative was started in 1994 by Ralph Lauren, and to date has raised $55 million globally.

With the proceeds from FTBC campaigns worldwide, the CFDA Foundation provides meaningful help to all women concerned about or diagnosed with breast cancer by providing access to reliable health information and quality care, and by supporting the distribution of innovative information, education, and outreach via patient navigators, that impacts the broadest number of women possible.

FTBC: BY THE NUMBERS

21 YEARS
$55 MILLION DOLLARS RAISED
7 CURRENT GRANTS
CURRENTLY PROVIDING NAVIGATION, EDUCATIONAL, AND SUPPORT SERVICES TO 3,000 WOMEN
8 INTERNATIONAL COUNTRIES

FTBC Thanks its Supporters

ABLE MADE
“People want to look good and feel good, and if you can connect with them through something bold that gets consumers’ attention, they will be open to the story you want to share with them.”
— Suzanne McMenemy, Able Made

COMMANDO
“We are so honored to support Fashion Targets Breast Cancer. As an intimate-apparel designer, the impact of this disease on women’s lives and self-image hits very close to home. We all know someone who has been affected by breast cancer.”
— Kerry O’Brien, Commando

M.PATMOS
“Breast cancer touches everyone’s lives, either directly or indirectly, and so initiatives like Fashion Targets Breast Cancer are very important to support.”
— Marcia Patmos, M.Patmos

PINKBERRY
Throughout October, Pinkberry made a donation to FTBC for every flavor sold in store. Additionally, Pinkberry customers were able to engage with FTBC by making a donation on behalf of a breast cancer survivor when they checked out.

SWELL BOTTLE X BCBG
“Throughout the years, FTBC has continually worked with leading members of the fashion industry, and I was thrilled to be able to honor all the remarkable work they do for women and families, and to help raise awareness for a truly important cause.”
— Lubov Azria, BCBG

Fashion Targets Breast Cancer International

The success of Fashion Targets Breast Cancer led the CFDA Foundation to license the FTBC symbol and campaign model for use in other countries. Each respective FTBC campaign partners with retailers, creates a national advertisement with the country’s respective top models and photographers, and fund-raises for a local breast cancer charity.
The CFDA’s Strategic Partnerships Group (SPG) creates exclusive business opportunities for CFDA Members. Businesses can become part of SPG either as a Corporate Affiliate or by offering exclusive Member benefits. Corporate Affiliates are businesses who join the CFDA and gain access to the Membership by creating meaningful business-driven benefits for CFDA Members. SPG examines where there are gaps between businesses and CFDA Members, and seeks to fill those gaps through the creation of innovative and resourceful collaborations and partnerships.
Fashionably on Time: CFDA x Google Android

The CFDA and Google Android launched a new partnership that supports emerging designers based in America, as well as American manufacturing. The collaboration features one limited-edition women’s watch collection with a New York retail footprint for 2015, and a second collection with a Los Angeles–based menswear brand. Timo Weiland, Alan Eckstein, and Donna Kang of Timo Weiland were chosen as the New York label to create a spring 2016 women’s capsule collection that was designed, cut, and sewn exclusively in New York. The collection was cut and sewn by Sunrise Studio, a CFDA FMI grant winner, and was showcased as part of Banana Republic’s New York Fashion Week: Women’s presentation on September 12. The Los Angeles–based menswear designer will be disclosed in the spring of 2016, and will create a capsule collection exclusively produced in L.A. for fall 2016.

American Express x CFDA

American Express partnered with Jennifer Fisher during NYFW, providing card members with a conversation moderated by CFDA Board Member Prabal Gurung, and a special preview of Fisher’s custom NYFW installation and collection. American Express also partnered with Joseph Altuzarra, where the CFDA Member showcased his resort collection to select card members.

Covet Fashion

The CFDA launched a partnership with Covet Fashion, an interactive mobile experience that allows consumers to virtually shop, style, and purchase their favorite items from leading brands. The CFDA worked with Covet Fashion on monthly CFDA-branded, in-app styling challenges with CFDA Members prominently featured, based around actual events and initiatives of the CFDA.

The CFDA’s partnership marked a new and innovative way for up-and-coming designers within the CFDA Membership to not only be seen by consumers across the U.S. but engage with them in an organic way.

CFDA and Refinery29 Spotlight Series

As part of the Spotlight Series, CFDA’s Steven Kolb, Neiman Marcus’s Ken Downing, and Refinery29’s Christine Barberich hosted an intimate dinner in honor of CFDA member Rachel Zoe at the Los Angeles eatery Terrine. CFDA Members Jennifer Meyer, Greg Chait, Lubov Azria and Clare Vivier, along with singer Lykke Li, Derek Blasberg, Caroline Vreeland, and Grace Gummer, joined to show their support for the designer, celebrity stylist, and television personality.

The CFDA, Neiman Marcus, and Refinery29 brought the series to New York City for a second iteration, where the industry honored Tabitha Simmons for her innovation and recent CFDA Fashion Award. Attendees included Andrew Rosen, Alexis Chung, Lily Aldridge, and Tali Lennox.

Spreading Love with eBay

The CFDA and eBay have a longstanding partnership to benefit the CFDA Foundation. For 2015, the CFDA chose Pamela Love to create a capsule collection exclusively for eBay. The six-piece holiday collection featured a feather-embellished bracelet and necklace, as well as starburst-studded earrings, and launched on Giving Tuesday, with proceeds benefitting Fashion Targets Breast Cancer (FTBC).
Celebrating Rising CFDA Talents with Forward by Elyse Walker

In November, Juan Carlos Obando, Suno’s Erin Beatty and Max Osterweis, and Veronica Beard’s Veronica Miele Beard and Veronica Swanson Beard were the center of attention at Los Angeles’s Lombardi House. The occasion: a celebratory cocktail to launch the Rising Talent Program, an initiative of the CFDA and Forward by Elyse Walker, the online shopping destination.

The three brands are the first set of designers to participate in the program, which included a two-day workshop in L.A. with Forward fashion director Elyse Walker and co-owners Michael Mente and Mike Karanikolas. The program evolves around mentorship and support of hand-selected up-and-coming talent, with the three brands also creating an exclusive capsule collection with the retailer’s buying team for spring/summer 2016.

Smartwater/#inspiredby

In 2015, Smartwater sponsored coverage for both the fall and spring NYFW Women’s seasons. The industry at large utilized the hashtag/#inspiredby throughout Fashion Week, while capturing enthralling imagery that aptly inspired them from runway shows and presentations. CFDA.com hosted all of the images captured utilizing the hashtag, so that people all around the world could in turn, be inspired, too.

Intel Focus Groups

The CFDA and Intel continued to demonstrate the inextricable link between technology and fashion in acrylcy hosting focus groups for key CFDA designers and Intel engineers and executives. These focus groups foster an environment of communication and trust, and allow for both fields to inform one another on trends, customer needs, and the future.

Credit Suisse

The CFDA and strategic partner Credit Suisse organized an intimate dinner to commemorate women entrepreneurs in fashion. Lisa Smolik of the CFDA and Pamela Thomas-Graham of Credit Suisse hosted a table of creative and business-savvy women, such as Mimi So, Jennifer Fisher, Karen Harvey, and Wen Zhang of Philip Lim.

Designers & Agents

The CFDA’s partnership with Designers & Agents continued this year with distinguishing CFDA Member boots at D & A. In February, Organic by John Patrick, Lola Hats, Melissa Joy Manning, and Skw were among the CFDA brands who showed at D & A. CFDA (FASHION INCUBATOR) label Namia was February’s chosen designer for the CFDA @ D & A booth.

Singapore Fashion Week

Diane von Furstenberg and Thakoon Panichgul led the group of international and local designers showing at Singapore Fashion Week (SFW) as part of the CFDA’s continued partnership with SFW. Von Furstenberg and Panichgul also spoke at the SFW Fashion Talk Series to a room of fellow designers, students, and fashion friends.

Additionally, under the CFDA’s partnership, 2015 marked the launch of the Fashion Futures talent development, with three emerging Singapore designers—Ong Shunmugam, Dzojchen, and Elohim—selected to participate in the inaugural program. The three designers traveled to New York as part of the program, and the CFDA filled the designers’ itineraries over three days with visits to the design studios of Carolina Herrera, Prabal Gurung, Diane Von Furstenberg, and Thakoon, as well as meetings with Harper’s Bazaar, Hilldun, RCD, Spring, and stores of retailer Xtra Gatsby and New York Embroidery Studio, a CFDA PFI grant recipient.

International Woolmark Prize

The CFDA serves as the U.S. governing body of the International Woolmark Prize. It manages the application process, selects the finalists, and Steven Kolb serves as a judge for the U.S. final competition. CFDA Members Dao Yi Chow and Maxwell Osborne of Public School, and Marcia Patros of M Patmos took home the top prize for the 2014/2015 International Woolmark Prize in menswear and womenswear, respectively. The Public School duo’s big win took place during London Collections: Men in February, while Patmos’s prize was awarded in Beijing in March.

The 2015/2016 International Woolmark USA regional finals were held at Milk Studios in New York in July. New CFDA Members Tanya Taylor and Miki Im were named the winners of womenswear and menswear, respectively. The other eight nominees were Chris Gelinas of CG, Kaelin Haworth of Kaelin, Nellie Partow, and Jordana Warmflash of Novis for womenswear, and Brad Arnoldo and Brad Schmidt of Cader, David Hart, Lucio Castro, and Thaddaes O’Neill for menswear.

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The CFDA and strategic partner Credit Suisse organized an intimate dinner to commemorate women entrepreneurs in fashion. Lisa Smolik of the CFDA and Pamela Thomas-Graham of Credit Suisse hosted a table of creative and business-savvy women, such as Mimi So, Jennifer Fisher, Karen Harvey, and Wen Zhang of Philip Lim.
What Is the Role of the Fashion Show Today?

In either case, the message is modulated, and many say that this is hurting business more than helping it. To that end, the CFDA has decided to retain Boston Consulting Group (BCG) to conduct an extensive study to define the future of fashion shows. The study will take an in-depth look at the fashion show today, with the aim of fixing what many industry experts consider a broken system that confuses consumers—from collections that are hyped on social media months before the clothes actually hit retail to delivery dates that aren’t in season (something that Donna Karan has been vocal about for years).

Different designers have tried different ways to address the issue. Tom Ford’s early collections for his namesake brand came with a strict embargo on coverage, as did the pre-fall collection that Proenza Schouler hosted by the CFDA and led by Bethann Hardison. “It has been something that has been the talk of the industry,” Hardison. “It has been something that industry needs to come together to define the future of fashion shows.”

CFDA.com: Tell us about the technology that she can benefit from in so many ways. My customer is able to experience the most advanced and cutting-edge technology at the forefront of retail innovation in a space that brings my downtown romantic aesthetic to life. The technology has been incredibly relevant to my downtown romantic aesthetic to life.

Diversity in the Fashion Industry was the topic of an inspiring discussion hosted by the CFDA and led by Bethann Hardison. “It has been something that concerns me, as I grew up in the industry,” Hardison, a pioneer of diversity in fashion, told a crowd that included André Leon Talley, Public School’s Dao-Yi Chow and Maxwell Osborne, Carlos Campos, Michael Bastian, Riccardo Tisci and Carlos Chang. The fashion industry has struggled a great deal with diversity, “the former model added. “I think diversity is something that can be embraced.”

Hardison pointed to the late 1980s and early 1990s as a moment in fashion when the ethnic makeup of modeling began to diversify, but that didn’t last long, prompting Naomi Campbell to approach her with the plea to champion change. The first town-hall meeting on the topic was held in 2007. Joining her on the panel were Prabal Gurung, Anita Bittin, casting director at Elie Tahari, and journalist and writer Susan Sarandon. They talked about the need for more diversity in the industry and how to address that immediately. As a designer, I want to work with the best girls, who are the best girls for me. Sometimes, an agent says ‘If you want this white girl, you have to use this white girl, whom I may not like.’”

“Diversity, not just in race but also age and size, is very important to me,” he added.

— Mercia Rzepa

CFDA.com: How did you first become interested in technology?

Rebecca Minkoff: Technology has always fascinated me. Early on, I saw the power in it while creating my brand from the ground up, and recognized how I was able to use technology to speak to my customers directly. Through technology, I am able to create things that are more than just a want in my customers’ life, but an absolute need that she can benefit from in so many ways.

CFDA.com: Tell us about the technology integration in your store. How are customers responding to it now?

Diane von Fürstenberg: Our customers engage with you and your brand via technology, and how has that changed since your brand first launched?

R.M.: These days we get a lot of feedback on Instagram—our customers are very vocal, and always something to share with us. When I first launched, things were very different in the tech space, but I spent an hour every night chatting with consumers on fashion blogs. That was really when I realized how important direct dialogue is, and at the time it was the best way to do it.

— Kristine Keller
Douglas Hand knows the ins and the outs of fashion businesses. He provides legal counsel for many designers and brands, including Rag & Bone, 3.1 Phillip Lim, Rodarte, Costello Tagliapietra, and Steven Alan, as well as the CFDA and the Fragrance Foundation.

Raised in Southern California and educated at Vassar and New York University, Hand launched his career at the global mergers-and-acquisitions firm Sherman & Sterling before founding Hand Baldachin & Amburgey (HBA) with Alan Baldachin and David Amburgey thirteen years ago. HBA’s focus is on businesses where intellectual property is a core asset. While his partners concentrate more on media and entertainment properties, Hand focuses on fashion and lifestyle-branded products. As Hand put it, “Being a designer is a business without protecting those things that are unique to you.”

No one gives better advice on protecting intellectual property than Douglas Hand. "If your brand and name are uniquely yours, if they are not available because the prior owner never did a trademark search, then you have something that you can call your own. It’s not unfixable. It’s just a matter of putting a price on the table and going after those who tried to take it before you. You need to do some due diligence and not jump at the first opportunity. You need to take the time to fix, and sometimes it’s unfixable."

Douglas Hand knows what the ins and the outs of fashion businesses are. He also knows the best way to fix them. He is a member of the CFDA’s Advisory Board. Earlier this summer, Hand (a.k.a. D.H.) called to CFDA.com about practicing law in fashion, the importance of things an aspiring designer should know, and his own sartorial style.

**CFDA.com: What is the best way to fix a business without protecting those things that are unique to you? D.H.: Intellectual property is the brand protection and some of the design protection, and the licensing of those brands. Corporate is a catch-all for general business, from legal entity structuring to contracts. Compensation and benefits is code for labor and dealing with your employees, and real estate, because so many brands have gone to a direct brick-and-mortar model, and if you have 50 stores, you have 50 leases, which all need to be negotiated.**

**CFDA.com: What is the biggest cautionary fashion tale? D.H.: The start-up that hasn’t done its due diligence and protected its brand name. There is nothing more upsetting to the momentum of a brand, or more costly, than to have to change your name or go out and buy someone else’s trademark.**

**CFDA.com: What areas in fashion require legal counsel the most? D.H.: Intellectual property, corporate, compensation and benefits, and real estate. Intellectual property is the brand protection and some of the design protection, and the licensing of those brands. Corporate is a catch-all for general business, from legal entity structuring to contracts. Compensation and benefits is code for labor and dealing with your employees, and real estate, because so many brands have gone to a direct brick-and-mortar model, and if you have 50 stores, you have 50 leases, which all need to be negotiated.**

Douglas Hand knows that producing great pieces for great clients is just the start. He is a member of the CFDA’s Advisory Board. Earlier this summer, Hand (a.k.a. D.H.) called to CFDA.com about practicing law in fashion, the importance of things an aspiring designer should know, and his own sartorial style.

**Douglas Hand:** One of the challenges—that also opportunities—is to recognize a designer’s view of his or her brand as valid. That view is the brand. You are in no position as an adviser to question it, and supporting it is important. I cannot read the tea leaves of consumer actions, wants, or desires, but designers can. That’s why they do what they do and I do what I do, which is to help them protect their brand.

The one-on-one with the creative director who is also the CEO and the social-media director and everything else can be challenging, but also tremendously rewarding for my lawyers and me, because you really are adding value.

We pride ourselves on the ability to communicate with designers effectively so that they not only understand what we are saying but we also hear what they are saying to get the business or licensing deal or other transactions accomplished.

**CFDA.com: What is your view of the biggest cautionary fashion tale? D.H.: The start-up that hasn’t done its due diligence and protected its brand name. There is nothing more upsetting to the momentum of a brand, or more costly, than to have to change your name or go out and buy someone else’s trademark.**

**CFDA.com: Finally, whose suit are you wearing today? D.H.: This is a great summer-weight suit from Phillip Lim. Probably 90 percent of my wardrobe is made up of clients. One of the perks of being an HBA associate is getting invited to their friends-and-family days.**

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**Words with (Fashion) Friends: Douglas Hand**

_**Douglas Hand:** One of the challenges—that also opportunities—is to recognize a designer’s view of his or her brand as valid. That view is the brand. You are in no position as an adviser to question it, and supporting it is important. I cannot read the tea leaves of consumer actions, wants, or desires, but designers can. That’s why they do what they do and I do what I do, which is to help them protect their brand. The one-on-one with the creative director who is also the CEO and the social-media director and everything else can be challenging, but also tremendously rewarding for my lawyers and me, because you really are adding value.

We pride ourselves on the ability to communicate with designers effectively so that they not only understand what we are saying but we also hear what they are saying to get the business or licensing deal or other transactions accomplished.**
For fiscal year 2015, the Council of Fashion Designers of America and the CFDA Foundation ended with total net assets of $36.8 M, while revenue increased $1.2 M from 2014. Eighty-eight percent of all revenue went to program services that support our Membership and the larger fashion community.

### Revenue
- **Membership Dues**: $1,530,114.00
- **Educational & Professional Development**: $4,227,937.00
- **Philanthropy**: $3,049,322.00
- **Special Events**: $1,352,598.00
- **Investment Return, Net**: $171,737.00

**Total Revenue**: $11,778,152.00

### Expenses (including Depreciation)
- **Programs**: $10,339,355.00
- **Fundraising Including Special Events**: $405,584.00
- **Management & General**: $658,712.00

**Total Expenses**: $11,403,651.00

### Statement of Activities
- **Revenue**: $11,778,152.00
- **Expenses**: $11,403,651.00
- **Change in Net Assets, Before Impairment Loss**: $374,501.00
- **Impairment Loss on Other Intangible Assets from Fashion Calendar**: $45,938.00
- **Change in Net Assets**: $328,563.00
- **Net Assets, Beginning of Year**: $36,505,525.00
- **Net Assets, End of Year**: $36,834,088.00

*Unaudited Financials.*

Please visit CFDA.com on June 30, 2016 for release of audited financials.
Digital Footprint

- 400,000+ Followers
- 240,000+ Followers
- 429,000+ Followers
- 205,000+ Followers
- 5.4 Million + Followers
- 5.5 Million + Views

Only on Instagram

We took to Instagram to highlight our CFDA Members throughout the year with original content. These are a few of our favorite moments we created for the platform.

1. Celebrating Women’s History Month by asking designers like Monique Lhuillier and Carolina Herrera for the one woman in history they look up the most, and how she inspires them.

2. Introducing the newly inducted CFDA Members to our followers through a video that explores their brand ethos.

3. Royal Fashionistas: A fashion takeover of WFC’s annual F/W issue last days after the Supreme Court ruled in favor of marriage equality in New York.

4. Covering NYFW through the illustrations of artist Samantha Hahn.

5. Discovering the “one word” that inspired CFDA members’ spring 2016 collections.

Snapchat and the CFDA’s Live Stories

Follow CFDA live stories on Snapchat during major CFDA events like the CFDA Fashion Awards and NYFW. Check out the Snapchat handle @CFDA for the latest news and behind-the-scenes views.

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