



New York City Economic Development Corporation

**COUNCIL OF FASHION DESIGNERS OF AMERICA AND NEW YORK CITY ECONOMIC  
DEVELOPMENT CORPORATION ANNOUNCE  
{ CFDA FASHION INCUBATOR } PROGRAM DETAILS**

**FIRST 12 DESIGNERS CHOSEN**

January 28, 2010, New York, NY – The Council of Fashion Designers of America (CFDA) and New York City Economic Development Corporation (NYCEDC) are pleased to announce that the first 12 designers have been chosen for tenancy in the {CFDA Fashion Incubator} and will begin moving into the building in mid-March 2010. To be eligible for consideration, designers were required to submit a detailed business plan, have substantive editorial coverage and orders from top retailers, be in business for a minimum of one and one-half years, and have paid and/or volunteer professional staff.

The inaugural 12 participating designers are:

ALICE RITTER, Alice Ritter  
BIBHU MOHAPATRA, Bibhu Mohapatra  
GEMMA REDUX, Rachel Dooley  
GREY ANT, Grant Krajecki  
HOUSE OF WARIS, Waris Ahluwalia  
JOLIBE, Joel Diaz  
LEWIS, Alison Lewis  
PRABAL GURUNG, Prabal Gurung  
PUBLIC SCHOOL, Dao-Yi Chow & Maxwell Osborne  
RUBY KOBO, Yuvi Alpert & Danna Kobo  
SOPHIE THEALLET, Sophie Theallet  
SUBVERSIVE JEWELRY, Justin Giunta

The { **CFDA FASHION INCUBATOR** }, located at 209 West 38<sup>th</sup> Street in New York City's Garment Center, will accommodate 12 designers, who will each have a separate design studio (ranging from 800-1000 sq ft). Two-year leases will be offered to the designers at the below-market rate of \$1,500-2,000 a month in rent. On hand to assist the designers on a day-to-day basis will be Program Director Nancy Caton. NYCEDC will provide the CFDA with a three-year, \$200,000 grant to help establish the { **CFDA FASHION INCUBATOR** }.

The CFDA launched the { **CFDA FASHION INCUBATOR** } with Mayor Michael R. Bloomberg on October 19, 2009, in partnership with NYCEDC and Newmark Holdings. The {CFI} is designed to support the next generation of fashion designers in New York City. It is the fourth City-sponsored business incubator launched since February 2009, when Mayor Bloomberg announced a suite of initiatives to support entrepreneurship and encourage start-up companies to locate in New York City. The {CFI} will provide a creative professional environment to foster promising talent in the field of fashion, help emerging fashion designers grow and sustain their businesses in New York City by offering low-cost design studio space to qualified designers, and will provide business mentoring, educational seminars and networking opportunities to selected designers so that they may reach their full potential and become an integral part of the New York fashion community.

“The {**CFDA Fashion Incubator**} is a natural extension of what our organization already does to support emerging design talent,” said CFDA Associate Executive Director, Lisa Smilor. “We are thrilled to welcome this illustrious group of designers into the program, and are most appreciative for the support and involvement of our esteemed industry colleagues.”

“This diverse group of designers is a reflection of the depth of fashion talent New York City is known for, and will continue to be recognized for into the future,” said NYCEDC President Seth W. Pinsky. “It is because of designers like these, and the retailers, wholesalers, and numerous fashion-related businesses that choose to locate here, that New York City remains the world’s fashion capital.”

“We are proud to be a part of this project and see it as a long-term endeavor. The {CFDA Fashion Incubator} is a cutting-edge way for city government, fashion and real-estate communities to work together. In collaboration, we are addressing both the current needs of designers, as well as planting seeds for the future of the industry,” stated Eric Gural, Executive Managing Director, Newmark Knight Frank.

Designers were selected by members of a Selection Committee and an Advisory Board, comprised of fashion industry experts, including retailers, editors, and business leaders. The Selection Committee, listed below, will assist in the initial development of the initiative; evaluate applications, based on fashion; assist in selecting { **CFDA FASHION INCUBATOR** } designers; participate in bi-annual reviews; and other responsibilities, as needed.

John Bartlett, JOHN BARTLETT  
Beth Buccini, KIRNA ZABETE  
Sarah Easley, KIRNA ZABETE  
Kevin Harter, BLOOMINGDALE’S  
Steven Kolb, CFDA  
Kate Lanphear, ELLE

Kristina O'Neill, HARPERS BAZAAR  
Roopal Patel, NEIMAN MARCUS  
Nicole Phelps, STYLE.COM  
Lisa Smilor, CFDA  
Peter Som, PETER SOM

An Advisory Board, consisting of the members below, will evaluate applications, based on business model and plan; assist in selecting { **CFDA FASHION INCUBATOR** } tenants; participate in quarterly reviews of tenants; strategic planning / sponsorship / funding; other responsibilities, as needed.

Marc Beckman, DESIGNERS MANAGEMENT AGENCY  
Joseph Ferrara, FERRARA MANUFACTURING  
Eric Gural, NEWMARK KNIGHT FRANK  
Douglas Hand, HAND, BALDACHIN & AMBURGEY, LLP  
Karen Harvey, KAREN HARVEY CONSULTING GROUP  
Steven Kolb, CFDA  
Trey Laird, LAIRD+PARTNERS  
Seo Hyun Lee, CHEIL INDUSTRIES  
Barbara Randall, FASHION CENTER B.I.D.  
Lisa Smilor, CFDA  
Steven Strauss, NYCEDC  
Gary Wassner, HILLDUN CORPORATION  
Denise Williamson, DENISE WILLIAMSON SHOWROOM

#### About the CFDA

The Council of Fashion Designers of America, Inc. (CFDA) is a not-for-profit trade association that leads industry-wide initiatives and whose membership consists of more than 350 of America's foremost womenswear, menswear, jewelry, and accessory designers. In addition to hosting the annual CFDA Fashion Awards, which recognize the top creative talent in the industry, the organization offers programs which support professional development and scholarships, including the CFDA/Vogue Fashion Fund, the Geoffrey Beene Design Scholar Award, the Liz Claiborne Scholarship Award, and the CFDA/Teen Vogue Scholarship. Member support is provided through the Business Services Network, a high-profile group of companies offering designers strategic opportunities. The CFDA Foundation, Inc. is a separate, not-for-profit organized to mobilize the membership to raise funds for charitable causes. Through the Foundation, the CFDA created and manages Fashion Targets Breast Cancer; raises funds for HIV/AIDS organizations with 7th on Sale; addresses the issue of model health with The CFDA Health Initiative; and is a key participant in other programs such as the annual Fashion's Night Out. For more information, please visit [www.CFDA.com](http://www.CFDA.com).

#### **About NYCEDC**

New York City Economic Development Corporation is the City's primary vehicle for promoting economic growth in each of the five boroughs. NYCEDC's mission is to stimulate growth through expansion and redevelopment programs that encourage investment, generate prosperity and strengthen the City's competitive position. NYCEDC serves as an advocate to the business community by building relationships with companies that allow them to take advantage of New York City's many opportunities. Find us on [Facebook](#) to learn more about NYCEDC projects and initiatives.

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