SUPPORTING
NURTURING
HONORING

THE FUTURE OF FASHION
THE YMA FASHION SCHOLARSHIP FUND (FSF) is a national non-profit association consisting of influential members of the fashion community, dedicated to promoting education of the fashion arts and business by granting scholarships to talented students and facilitating internships, mentorships, and career programs.
The Young Men’s Apparel Association (YMA) is founded as a networking organization.

Established initial endowments of $50,000 at Fashion Institute of Technology and North Carolina State University.

Commenced individual scholarship grants of $500 in support of students pursuing careers in apparel and textile disciplines.

Renamed Young Menswear Association (YMA).

Provided Parsons School of Design with first endowment.

Established $50,000 endowment at Cornell University.

Established $100,000 endowment at Brandeis University.

Received $1 million bequest from the Estate of Geoffrey Beene.

Changed name to YMA Fashion Scholarship Fund (YMA FSF).

Formed five-year strategic alliance with the Geoffrey Beene Foundation.

Established $50,000 endowment at Cornell University.

Provided Parsons School of Design with first endowment.

Established $100,000 endowment at Brandeis University.

Received $2 million bequest from the Geoffrey Beene Foundation.

Annual fundraising dinner is renamed YMA FSF Geoffrey Beene National Scholarship Awards Dinner.

Received $1 million bequest from the Geoffrey Beene Foundation.

Annual fundraising dinner is renamed YMA FSF Geoffrey Beene National Scholarship Awards Dinner.

Manny Chirico and Jeff Kantor are recipients of the 2011 AMY Award.

The first ever Future of Fashion Award is given to Visionaire founders Stephen Gan, Cecilia Dean and James Kaliardos.

Addition of Tommy Hilfiger and Ross endowments.

Jay and Patty Baker are recipients of the first FSF Lifetime Achievement Award.

Established $25,000 Geoffrey Beene Scholarships to be awarded to four outstanding students each year.

A record-breaking $2 million is raised at the 2011 YMA FSF Geoffrey Beene National Scholarship Awards Dinner.

YMA FSF surpasses $6.5 million in scholarship support granted to over 700 scholarship recipients.

YMA FSF increases membership to 33 schools nationwide.

The Young Men's Apparel Association of the Men's Apparel Industry is founded as a networking organization.
“Jimmy,” as he is known by his peers, is responsible for sales, marketing, design and the creation of new opportunities as the President of Fishman & Tobin Corporation. The Fishman & Tobin brand portfolio is comprised of many prestigious brands including Izod, Van Heusen, Tommy Hilfiger, Dockers, Nautica, Perry Ellis, Steve Harvey, Calvin Klein, Arrow and Wrangler.

A company built on heritage and tradition, Fishman & Tobin is a 97 year old, family-owned business that was founded in Philadelphia, PA. At a very young age, Jimmy learned the principles and values on which Fishman & Tobin is based from his grandfather, Louis Tobin. Today, Jimmy manages the New York-based office with Chief Executive Officer Mark Fishman, Jimmy’s best friend, cousin and business partner. Jimmy has been with the corporation for more than 37 years and owes his success to the lessons he learned from his grandfather’s mentoring.

Jimmy was born in Philadelphia, PA and is a graduate of Hofstra University where he received his bachelor’s degree in economics in 1975.

In addition to serving as President of the YMA Fashion Scholarship Fund, an organization that provides scholarships, mentoring, and internship opportunities to college students seeking careers in the fashion industry, Jimmy also serves as a trustee of the Park Avenue Synagogue. He is actively involved in Dignity U Wear, a Jacksonville-based organization providing new clothes for those in need, and the Cure for Lymphoma Foundation. Jimmy is also a member of the Parents Council of Tulane University.

Jimmy resides in New York City with his wife, Sheri, and their daughters Alexa and Stephanie.
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<td>Jennifer Vecchio</td>
<td>ROSS STORES SVP / GMM MENS</td>
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MEMBER SCHOOLS

AUBURN UNIVERSITY

BARNARD
THE LIBERAL ARTS COLLEGE FOR WOMEN IN NEW YORK CITY

Brandeis University

Cornell University

FIT

INDIANA UNIVERSITY

IOWA STATE UNIVERSITY

KENT STATE UNIVERSITY

LIM COLLEGE

LEHIGH UNIVERSITY

MARIST

NEW YORK UNIVERSITY

NC STATE UNIVERSITY

PARSONS THE NEW SCHOOL FOR DESIGN

PHILADELPHIA UNIVERSITY

Pratt

RISD

Santa Clara University

SCAD
The University for Creative Careers.

S

Texas A&M University

The University of Arizona

University of Colorado at Boulder

University of Delaware

University of Florida

University of North Carolina at Greensboro

University of Virginia

The University of Wisconsin Madison

Washington University in St. Louis

Wharton University of Pennsylvania
the industry is evolving

THE FUTURE OF FASHION

who will lead the change?
THE FUTURE OF FASHION

the industry is evolving

RUBY GERTZ
PRATT INSTITUTE
FASHION DESIGN

A BOSTON NATIVE, RUBY NOW LIVES IN BROOKLYN TO ATTEND THE FASHION DESIGN PROGRAM AT PRATT INSTITUTE, WHERE SHE IS CURRENTLY A JUNIOR. DURING HER TIME IN NEW YORK, RUBY HAS INTERNEd FOR SARAH HEALY JEWELRY DESIGN, ECO-FRIENDLY WOMEN’S SPORTWEAR LINE BODKIN, AND AUSTRALIAN DESIGNER ZOE TWITT. RUBY INTENDS TO MOVE INTO BOTH PRODUCTION AND DESIGN AFTER HER GRADUATION.

STORE OF THE FUTURE

REVOLVE IS A STORE WHERE ALL OF THE DESIGNS FROM THE FIRST SEASON CAN BE SENT BACK TO THE STORE AND REMADE INTO GARMENTS FOR THE FOLLOWING SEASON. WITHIN THE STORE ITSELF, A SMALL FACTORY SETUP WOULD ALLOW CUSTOMERS TO LITERALLY VIEW THE REPRODUCTION PROCESS. WHEN THE BARCODES ARE SCANNED WITH A SMARTPHONE, IT DOWNLOADS A BRIEF VIDEO THAT DESCRIBES THE HISTORY AND FUTURE OF THE PIECE. THE GOAL IS TO INTEGRATE THE IDEA OF RECYCLING IN A WAY THAT IS FUN AND INTERACTIVE, SO CUSTOMERS FEEL INVOLVED IN THE PROCESS AND GET SOMETHING COOL AND INTERESTING OUT OF THEIR SHOPPING EXPERIENCE.

JOHN SOHN
CORNELL UNIVERSITY
FASHION DESIGN

JOHN SOHN IS A SENIOR FASHION DESIGN STUDENT AT CORNELL UNIVERSITY, WHERE HE HAS RECEIVED DEAN’S LIST RECOGNITION FOR THREE SEMESTERS, AND OUTSTANDING JUNIOR AND OUTSTANDING SOPHOMORE HONORS WITHIN THE FASHION DESIGN DEPARTMENT. JOHN HAS INTERNEd FOR RICHARD CHAI, PHI, AND THE ROW. JOHN WAS AWARDED THE BARBARA L. KUHLMAN FIBER ARTS SCHOLARSHIP IN 2009 AND WAS SELECTED AS A FINALIST TO SHOW HIS DESIGNS AT THE ARTS OF FASHION COMPETITION 2010. JOHN IS A TWO-TIME FSF SCHOLAR.

STORE OF THE FUTURE

GYP-C IS A MOBILE, TRANSITORY STORE THAT TRAVELS TO DIFFERENT CITIES ACROSS THE UNITED STATES. GYP-C OFFERS UNISEX APPAREL & ACCESSORIES, AS WELL AS ELECTRONICS, FRAGRANCES AND VINTAGE COLLECTIBLES IN AN ITINERANT RETAIL SPACE. THE NAME AND INSPIRATION FOR THE STORE’S CONCEPT COMES FROM THE FREE LIFE-STYLE AND WANDERLUST OF GYPSY TRAVELERS, AND LIKE GYPSIES THE STORE SETTLES INTO CITIES FOR A SHORT PERIOD OF TIME AND THEN MOVES ON. USING SOCIAL NETWORKING SITES SUCH AS FACEBOOK AND TWITTER, GYP-C CAN REVEAL ITS LOCATION WITHIN MINUTES OF ITS ARRIVAL IN A NEW CITY. THE ANDROGYNOUS UNISEX LINE AIDS TO DEMOCRATIZE NOTIONS OF CLOTHING BY STANDARDIZING GENDER AND SIZING, INVITING PEOPLE TO MIX AND MATCH STYLES FREELY BEYOND THEIR TYPICAL FASHION BOUNDARIES. IT IS ABOUT HAVING A CONVERSATION WITH THE CUSTOMER AND GOING TO THEM—LITERALLY.
ANNA HART TURNER  
UNIVERSITY OF WISCONSIN-MADISON  
TEXTILE AND APPAREL DESIGN, FRENCH  
ORIGINALLY FROM LAKE ZURICH, ILLINOIS, ANNA IS A JUNIOR AT THE UNIVERSITY OF WISCONSIN-MADISON, WHERE SHE IS VICE PRESIDENT OF THE TEXTILE AND APPAREL STUDENT ASSOCIATION. HER SUMMER INTERNSHIP WITH SUSTAINABLE WOMEN’S WEAR DESIGNER LARA MILLER AFFIRMED HER INTEREST IN GREEN DESIGN. ANNA WILL BE STUDYING AS A VISITING STUDENT AT THE FASHION INSTITUTE OF TECHNOLOGY NEXT YEAR.

STORE OF THE FUTURE  
LIBRARY, A CONCEPTUAL WOMEN’S SPORTSWEAR STORE, IS DEDICATED TO INCREASING ACCESSIBILITY TO SUSTAINABLE FASHIONS THROUGH THE RENTAL OF UNIQUE, HIGH-QUALITY CLOTHING CREATED FROM ECO-FRIENDLY MATERIALS. THE FOCUS IS ON SUSTAINABILITY BECAUSE THE FUTURE IS INGRAINED IN ITS DEFINITION OF MEETING THE NEEDS OF THE PRESENT GENERATION WITHOUT COMPROMISING THE NEEDS OF FUTURE GENERATIONS. THE STORE, LIKE A LIBRARY, ALSO CELEBRATES EDUCATION AND STORYTELLING. USING THE LATEST TECHNOLOGY, LIBRARY EDUCATES CUSTOMERS ON SUSTAINABLE FASHION, AND TELLS THE STORIES OF THOSE WHO MAKE THE CLOTHING AND THOSE WHO WEAR IT.

TONY WANG  
THE WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA  
OPERATIONS AND INFORMATION MANAGEMENT  
TONY WANG IS AN OPERATIONS AND INFORMATION MANAGEMENT STUDENT AT THE WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA. TONY’S FASHION BLOG, POST.FASHIONISM, IS RANKED ONE OF THE MOST INFLUENTIAL FASHION BLOGS IN THE NATION. HE ALSO CONSULTS REGULARLY ON LOCAL MARKETING CAMPAIGNS FOR BCBGENERATION AND DESIGNED AN AWARD-WINNING, NATIONAL MARKETING CAMPAIGN FOR MACY’S. WANG HAS WORKED AT YOUTUBE, GOOGLE, AND IDEO. AT GOOGLE, HE FOUNDED THE COMPANY’S INTERNAL FASHION PROGRAM, GSTYLE.

STORE OF THE FUTURE  
SAVANT IS A DIGITAL BRAND THAT WILL NOT ONLY INCORPORATE TECHNOLOGICAL INNOVATIONS AND THE LATEST SOCIAL MEDIA, SUCH AS COMMUNICATING WITH SALES REPS VIA TWITTER, BUT ALSO TAP INTO THE NEW TALENT OF THE FASHION WORLD, HIRING TOP DESIGNERS FROM THE GRADUATING CLASS OF MAJOR FASHION INSTITUTIONS. WITH A SCALABLE BUSINESS MODEL, ADAPTIVE SUPPLY CHAIN, AND REDUCED COSTS OF OPERATIONS, THIS STORE OF THE FUTURE WILL BE LEAN, AGGRESSIVE, AND ACCESSIBLE.
YMA FSF SCHOLARSHIPS

The YMA FSF regards its scholarship grants as a very worthwhile investment in the future of the fashion industry, and since its inception in 1971, has awarded over $6.5 million in scholarships to more than 700 students nationwide. Scholarships are available only to students from YMA FSF member schools, which range from design-focused schools to business-oriented universities across the U.S. Scholarships are awarded based entirely on merit, taking into consideration the applicants’ GPAs, the completion of a case study project, a personal essay detailing their aspirations, job experience, community service and how the scholarship money would be spent, and a phone or in-person interview with a YMA FSF Ambassador. Following the rigorous selection process, $5,000 scholarships are awarded to the top candidates, which has previously totaled to about 100 students each year.

GEOFFREY BEENE MERIT SCHOLARSHIP

Underwriter of the annual awards dinner and contributor of $3 million to the organization, the Geoffrey Beene Foundation offers four $25,000 scholarships annually to the most qualified and deserving YMA FSF scholars. Each member school can submit one nominee, who is then required to complete the Geoffrey Beene case study for the YMA FSF Scholarship Committee’s review. Eight finalists are chosen to come to New York City to present their case study to the YMA FSF Executive Committee. Four winners are chosen and are announced just days later at the annual awards dinner.
Once a student is selected for a YMA FSF scholarship, he or she will be invited to participate in an exclusive YMA FSF Summer Internship Program. The program is not required, but is highly recommended in order to enhance the scholar’s experience in preparation for his or her future career. The YMA FSF offers summer industry internships to scholars with its member companies in various cities such as New York, San Francisco, Los Angeles, Atlanta, Dallas, Kansas City and Greensboro. Scholars have the opportunity to complete their internships in disciplines such as design, buying, public relations, social media and finance at companies including Geoffrey Beene, Macy’s, Google, Tommy Hilfiger, Greg Norman, The Doneger Group, Financo, Fishman & Tobin and Ralph Lauren.

In addition to offering a real world, professional apprenticeship to its scholars, the YMA FSF also provides mentorship from the industry’s top executives, many of whom also serve as YMA FSF Ambassadors. The mentors develop a relationship with their designated scholars through on-going communication, in-person meetings, introductions to their professional network and advising them on their career paths.

“The internship program is a road map for the students to plan their future careers. They are able to hold a mirror up to themselves and to the industry to see how they’re going to become a part of it.”

Ken Wyse, YMA FSF Chairman
FUNDING & EVENTS

Funding, primarily derived from the annual awards dinner, supports the YMA FSF activities. Since the involvement of Geoffrey Beene, the YMA FSF has received record donations including a $1 million bequest from the Estate of Geoffrey Beene and a $2 million contribution from The Geoffrey Beene Foundation.

The YMA FSF Geoffrey Beene National Scholarship Awards Dinner is held annually in January in New York City. All scholars attend and are recognized for their academic achievements. The eight Geoffrey Beene Scholarship finalists are presented, and the four winners of the $25,000 scholarships are announced and awarded.

The prestigious AMY Award is presented at the dinner to distinguished industry honorees for their contribution to the fashion industry and their commitment to youth education. There have been 154 honorees including luminaries such as Ralph Lauren, Zac Posen, Tommy Hilfiger, Geoffrey Beene, Sean ‘P. Diddy’ Combs and Mark Weber.

At the 2011 awards dinner, the YMA FSF presented the first Future of Fashion Award to Visionaire founders Cecilia Dean, Stephen Gan and James Kaliardos, acknowledging their 20 years of influence and contributions to fashion.
THE 2011 YMA FSF GEOFFREY BEENE NATIONAL SCHOLARSHIP AWARDS DINNER
IS GRACIOUSLY UNDERWRITTEN BY GEOFFREY BEENE GIVES BACK®

GEOFFREY BEENE

GIVES BACK®

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2011  MANNY CHIRICO  
JEFF KANTOR  
STEPHEN GAN  
CECILIA DEAN  
JAMES KALIARDOS  

2010  MARGARITA ARRIAGADA  
THOMAS A. KINGSBURY  
ROBERT L METTLER  

2009  ZAC POSEN  
LES STEIGER  
MINDY GROSSMAN  

2008  KENNETH COLE  
RICK LETO  
PATTY AND JAY BAKER  

2007  PAULA ABDUL  
KEN HICKS  
KAREN MURRAY  

2006  DENISE V. SEEGAL  
PAUL FITZPATRICK  
VANESSA CASTAGNA  

2005  RICHARD BAKER  
JAY LEVITT  
SEAN "P DIDDY" COMBS  

2004  GEOFFREY BEENE  
KEN DUANE  
JEFF GENNETTE  

2003  BOBBI SILTEN  
STUART M. GOLDBLATT  
TOM MURRY  

2002  WAYNE SPEARS  
OSCAR FELDENKREIS  
TIMOTHY GUNN  

2001  DR. JOYCE BROWN  
DAVID FISHER  
BEN NARASIN  
MARK WEBER  

2000  WILLIAM F. COMPTON  
ROBERT STOCK  
ANDERSON D. WARLICK  

1999  DAVID HILL  
PETE JACOBI  
nANCY MARINO  
ROBERT MCCORMACK  

1998  ROBERT BARNHARDT  
JAY FRIEDMAN  
JAMES MARTIN  
MEG RIST  

1997  DAVID CHU  
STUART GLASSER  
JAMES GALLAGHER  
JOHN HELDRICH  

1996  RICHARD ANGUILO  
KEVIN MORRISSEY  
BOB ROCKETY  

1995  JAMES CASEY  
TOMMY HILFIGER  
WAYNE MEICHNER  
NICHOLAS DIPAOLA  

1994  NICHOLAS HAHN  
BERNARD LEONARD  
RAY PIERCE  
LAWRENCE PUGH  

1993  HERBERT ARONSON  
JOSEPH HAGGAR  
MARCY SYMS  
ARTHUR WEINER  

1992  JOSEPH LANIER  
MILTON MARGOLIS  
WILLIAM ROBERTI  
ALLEN SIRTIN  

1991  WARREN FLICK  
NORMAN FRYMAN  
THOMAS O'GORMAN  
ROBERT SIEGEL  

1990  LES COTLER  
KENNETH HOFFMAN  
DICK HOFFMAN  
RALPH LAROVERSE  
JAY MARGOLIS  
IRA PEARLMAN  

1989  HOWARD COOLEY  
BERNARD LEVENTHAL  
LEONARD RESNICK  
GLENN B. SMITH  

1988  E. O. HAND  
THOMAS D. HUTCHENS  
KENNY ROGERS  
TED SATTLER  

1987  SEYMOUR EPSTEIN  
HARRIS HESTER  
BERNARD OLSOFF  

1986  ALEXANDER JULIAN  
BRUCE KLATSKY  
HARVEY WEINBERG  
MICHAEL ZELNIK  

1985  HERBERT BLEWEISS  
FRANK S. GREENBERG  
ALLYN ST. GEORGE  
EDWARD A. BRENNAN  

1984  SAL SCHILIRO  
SY SYMS  
DAVID M. TRACY  
W. BARGER TYGART  

1983  GORDON E. ALLEN  
WILLIAM A. KLOPMAN  
SYLVAN LANDAU  
MARTIN LORD  

1982  JOHN A. FENIEE  
ROBERT M. ROSENBLUM  
GERALD A. SAGER  
CHARLES J. SMITH  

1981  JAMES J. AMMEEN  
B. G. COX  
J. STANLEY TUCKER  
DANIEL FITZPATRICK  

1980  GERALD P. ELDEN  
ROBERT WARD  
MATTHEW D. SERRA  
BENNET BREGER  

1979  HENRY GRETHEL  
WAYNE HOLLSINGER  
JOHN WEITZ  
HELEN BERKOWITZ  

1978  JOHN CURRIER  
GOMER WARD  
JOHN J. SCHULTZ  

1977  WILLIAM PROTAS  
STANLEY C. GILLETTE  
MELVIN WEBER  
JAY EDELSTEIN  

1976  ELMER L. WARD SR.  
LAURENCE C. LEEDS  
RALPH LAUREN  
THEODORE M. KAUFMAN  

1975  RICHARD L. ABBOTT  
WILLIAM R. KEEGAN  
ABRAHAM L. MALAMUT  
SHEPHERD BRANDFON  

1974  WILLIAM HELLMAN  
BRUCE F. ROBERTS  
ARNOLD RAPHAEL  
CLARA HANCOX  

1973  EDWARD BACCHI  
GORDON W. HEATON  
CHESTER KESSLER  
JESSE SEIDENWURM  

1972  MORTON GORDON  
LAWRENCE PHILLIPS  
FRANK REILLY  
NORMAN KARR  

1971  ROBERT R. LEEDS  
ROBERT L. STULTZ  
HENRY C. SCHWARTZ  

1970  MICHAEL DAROFF  

1969  JOHN D. GRAY  

1968  BARRY T. LEITHEAD  

1967  BURT BACHARACH  

ALUMNI HONOREES  
15
Jan. 11: The awards dinner of the YMA Fashion Scholarship Fund was at the Waldorf. The association, made up of members of the fashion community, promotes education in the fashion arts and business. Thirty-three colleges and schools from around the country were represented. Four students received scholarships of $25,000 each, another four were awarded $10,000 each, and 100 “scholars” received $5,000 each.

1. From left, **TONY WANG**, from Wharton; **ANNA TURNER**, University of Wisconsin; **RUBY GERTZ**, Pratt; and **JOHN SOHN**, Cornell, all received $25,000.

2. The dinner.

3. Some “scholars.”

4. **KENNETH WYSE**
   and **MARA HUTTON**.

5. From left, **RUBEN** and **ISABEL TOLEDO** with the founders of Visionaire, **STEPHEN GAN**, **CECILIA DEAN** and **JAMES KALIARDO**, who were honored.

6. **JEFF KANTOR**, left, and **MANNY CHIRICO**, who were also honored.

7. From left, **DANI STAHL**, **MARY ALICE STEPHENSON** and **ANNABEL TOLLMAN**.

8. **MARLOW LARSON**, Savannah College of Art and Design, who was awarded $10,000.

9. From left, **ALLISON FITZGERALD**, LIM College; **ALEX JACOBS**, Washington University in St. Louis; and **ANFISA SOKOLOVA**, Philadelphia University, who also received $10,000 each.
Fashionable Philanthropy

Almost 1,300 people braced New York City's latest menace, the possibility of snow, to attend the YMA SF&F Geoffrey Beene National Scholarship Awards Dinner on Tuesday. They honored more than 100 college-aged adults pursuing careers in fashion from across the country, as well as Massey Chiaia, chairman and CEO of the Macys.com and Cecelia Dean, Stephen Gan and James Kallandos of Visionaire, an arts-and-fashion collective that created the magazine V.

But the night was really about the students, or so just about everybody repeatedly said, and the students appeared to be having a good time. They marched into a packed audience seated for dinner with banners marking their universities, bringing to mind the opening ceremony of the Olympics, except that they were marching to "Empire State of Mind" and seating themselves along a candlelit table at the Waldorf-Astoria.

Mara Hutton, who with her husband Tom is a trustee of the Geoffrey Beene Foundation, regarded some of the students with a story about the gown she wore to the first scholarship fund dinner she attended. "No one could tell how many bosoms were in the top," she said, to their obvious delight.

One student, Ariel Arman from the University of Wisconsin, appreciated Ms. Hutton's generous attention, and the purple jacket she wore with giant sequined ostriches on it. "I'm surprised more people aren't dressed as fabulous as that," Ms. Arman said, surveying the room. "I mean, everyone's dressed nicely, but we're not seeing the outliers, really." The student with perhaps the most chutzpah was John Sots, from Cornell University, who approached Table 29 where the Visionaire team, plus Harper's Bazaar editor Glenda Bailey, Isabel and Ruben Toledo and Diane Von Furstenberg were all sitting. He introduced himself to each of them, one at a time, not leaving until he had offered his business card, "All of them were great," he said, when asked who among the heavy-hitters had been nicest, "but the Toledos were especially warm."

And what words of wisdom did the rule models have to offer the fashion class of '11? "Big dreams in little steps," said Ms. Von Furstenberg. "Patience. Don't be in a hurry because then you build nothing," said Ms. Toledo. "Fight for your creative ideas," said Ms. Dean.

—Lizzie Simon

Diane Von Furstenberg (top) and Cecelia Dean with Stephen Gan at the scholarship dinner, which honored more than 100 students.
NEW YORK—The YMA Fashion Scholarship Fund had their annual Geoffrey Beene National Scholarship Awards dinner on January 11th. Over 1,000 people were in attendance at the Waldorf Astoria in New York for the most successful event to date, raising over $2 million that will be used to fund scholarships for students pursuing careers in the apparel business.

The honorees were Jeff Kantor of Macy’s, Manny Chirico of PVH (shown together at left) and the founders of the fashion and art anthology Visionaire. However, the night belonged to the 2011 scholars from 28 different schools who were flown in from around the country to attend the event. In addition, the four annual Geoffrey Beene $25,000 national scholarship winners were announced at the event, and four runners-up each received $10,000 scholarships. The evening also featured the first presentation of the newly established Jim Edelman/Macy’s Scholarship at the Jay H Baker Retailing Center at the Wharton School of the University of Pennsylvania.
Visionaire’s Founders Receive the Future of Fashion Award

BY LISA MARSH // JANUARY 12, 2011

When Cecilia Dean, Stephen Gan and James Kaliardos created Visionaire, they did not plan on a long term business.

“We were going with the flow. The whole process was very organic,” Dean told StyleList. “We didn’t have a business plan or future goals. We were just doing what we did and calling the people that we liked and it worked.

In the ensuing 20, the magazine has spawned two spin-offs, V Magazine and VMan, and it’s founders were awarded the first “Future of Fashion” award at the YMA’s Fashion Scholarship Fund Gala, Tuesday evening at New York’s Waldorf Astoria Hotel.

And even though they’re older now, the trio still plays it loose. “We still don’t know what’s coming next. It’s a mystery to us. We’ve got some fun issues in the works, but it’s a very organic process how we work,” Dean explained. “We’re all about the young kids out there because they are the future. It’s all about whose coming up next.”

The event served as a celebration for the YMA Fashion Scholarship Fund’s awarding each of the 100 fashion students in attendance a $5,000 scholarship. In addition, eight students competed Geoffrey Beene National Scholarship in which they had to design the “Store of the future.” Four of them walked away with $25,000 while the remaining four each received $10,000 for their efforts.

And the future of fashion seemed to be the theme of the evening. Hostess Mary Alice Stephenson drove the point home by first appearing on the stage in a bathrobe and Jimmy Choos.

“It’s showing what life would be like if I could not find a dress,” Stephenson explained to StyleList. “To stand in front of 1,000 people wearing just a bathrobe is a scary prospect for me, but I will do it to prove a point. I will do it for the art that the kids are going to make. Without the kids here tonight, there is no future.”

Also honored were Manny Chirico, the chairman and CEO of Phillips-Van Heusen and Jeff Kantor, the president of merchandising at Macys.com.
“Once upon a time there was a beautiful girl called Cecilia, who met not one, but two handsome princes,” began Bazaar’s Glenda Bailey as she awarded Visionaire founders, Celicia Dean (right), Stephen Gan and James Kaliardos, the Future of Fashion Award at the annual Geoffrey Beene National Scholarship Awards Dinner last night. And Dean looked fit for her role as princess of the evening in a long, white chiffon gown, accessorized with a gold cross pendant and sleek ponytail. The master of ceremonies, Mary Alice Stephenson (left), awarded four deserving students with the $25,000 scholarships — to invest in their educational pursuit of a career in fashion — in a sunny, structural one-shoulder confection. Other chic attendees included Dani Stahl and Isabel Toledo, but as Bailey so perfectly put, “I like to say that if you remember a Visionaire party, you weren’t really there. But I always remember what Cecilia was wearing.”
Mary Alice Stephenson, Visionaire, Really Smart Kids Hit the Waldorf

BY FAWNIA SOO HOO // JANUARY 12, 2011

Braving the possibility of Snowmageddon Part Deux, bold names in fashion gathered at the Waldorf Astoria last night for a good cause: The 45th Annual YMA Fashion Scholarship Fund (FSF) Geoffrey Beene National Scholarship Awards Dinner. That’s a mouthful, but in short, the event benefited the YMA FSF and awarded scholarships to eight bright and ambitious college students who created some pretty genius “store of the future” concepts (more on that in a bit). The event also honored Visionaire founders Cecilia Dean, Stephen Gan, and James Kaliardos with the inaugural “Future of Fashion Award.”

Before dinner, we chatted with stylist Mary Alice Stephenson, the event’s host and master of ceremonies, who was bringing sheer pantyhose back with iridescent Wolford hosiery accessorizing her Lanvin one-shoulder mini-dress and Jimmy Choo shoes—her first of two ensembles of the night, of course.

We asked the former editor turned stylist and TV personality what her vision of a futuristic store would be. “To be able to beam myself into whatever boutique I wanted to be in,” she mused. “Anywhere in the world. Whenever I wanted. So when I want to be with Alber Elbaz in the Lanvin boutique in Paris, then beam me up Scotty. That would be nice. Just like an I Dream of Jeannie moment where in a blink of the eye, you’re in Celine, a blink of an eye you’re in Lanvin, a blink of the eye, you’re in...H&M.”

Speaking of retro TV references, Stephen Gan was on the Star Trek train of thought, too. His vision: “Like a store that was floating. Like what you’d see in a science fiction movie where there was no gravity.” But then how would you physically shop? “I don’t know...things would just come at you.”

Stephen’s fellow Visionaire founder James Kaliardos offered a more low-key yet hard-to-find approach. “Something like Colette in Paris with great food and place to socialize. I think it’s such an important thing when you have room to do that when you’re out shopping. Because retail spaces are expensive, there’s often no room to be with people when you’re out and about.” Add some booze and let’s call it a party.

Harper’s Bazaar editor-in-chief Glenda Bailey shared, “I think retail is actually the entertainment industry, so for me it’s all about creating a really fabulous time while shopping and that has got to be the greatest retail concept.” So what are her favorite shops to visit? “I really love going to Saks and I love going to Bergdorfs. Barneys—I like the fact that it’s edited and has so many different designers that you might not expect to see.”

Mary Alice Stephenson counts the DUMBO boutique Zöe as her number one favorite in New York City (and even offered to take us shopping with her. Yes, please!), but shockingly, Cecilia Dean and Stephan Gan don’t like to shop. “Maybe I shouldn’t be saying this being a fashion person, but I personally find it hard to shop,” Stephen quietly revealed. “I’d rather work than shop actually.” Blasphemy.

While Francisco Costa bailed because of the impending snow, Ruben and Isabel Toledo, both looking radiant, made their way to the Waldorf. “We love when it snows in Midtown because it becomes a fairy tale,” Ruben excitedly declared. “Nothing holds us back from a snowstorm. We can’t stay in as a matter of fact. We love it.”

Of course, the night was all about the kids, who either received a $25,000 or $10,000 scholarship from the Fashion Scholarship Fund. We chatted with the four $25,000 recipients to hear about their impressive stores of the future. Inspired by a sustainability class, Pratt student Ruby Gertz created the Revolve concept where “everything from the fall season can get sent back to the store for the spring and it actually will get remade into new designs for spring and at a fraction of the price”.

Speaking of sustainability, University of Wisconsin at Madison student Anna Hart Turner formulated Library, an “eco-friendly clothing rental store.” She was inspired by her high school job of working in, well, the library, plus an internship with Chicago designer Lara Miller.

New Yorkers will appreciate Cornell student John Sohn’s mobile shop Gypsy, which was inspired by the “wanderlust lifestyle of gypsy travelers” and food trucks. His “itinerant retail space” would travel across the country offering apparel, accessories, fragrances, electronics, vintage collectibles. May we suggest offering a supplement of halal sandwiches or Korean tacos, too?

Wharton student and fashion blogger Tony Wang devised Savant, which he describes as “a digital brand that incorporates a lot of different technologies, like social media and web 2.0.” He would recruit a rotating group of graduates from the top design schools around the world for three-year stints to keep things fresh and shoppers would use Twitter to communicate with staffers.

We’re looking forward to hearing lots more from these über-enterprising kids in the future. In the meantime, we’re waiting for Mary Alice to follow through on her offer to take us shopping.
At the 45th annual YMA Fashion Scholarship Fund Geoffrey Beene National Scholarship Awards dinner (try saying that five times fast), four enterprising young students won $25,000 each who developed the most promising concepts for “the Store of the Future.” The winning concepts run the gamut from “a library for clothing” to a mobile store with androgynous wares, and one of the winning contestants happened to be Tony Wang, the blogger Google recruited to kickstart their internal fashion program, “G Style.” When asked about Boutiques.com, Wang was diplomatic: “It’s a great idea ... it’s just a new concept and it just launched, so there’s always more to see what’s going to happen. It’s a great opportunity to start the synergy between technology and fashion.”

The awards dinner itself was packed with businessmen and fashion luminaries like Isabel and Ruben Toledo, who had turned out to fete the young designers as well as the recipients of the organization’s first-ever Future of Fashion award: Cecilia Dean, Stephen Gan, and James Kaliardos -- the founders of Visionaire.

Upon receiving the award, Kaliardos described Visionaire as the trio’s attempt to “live the ideal and live without boundaries.”

Similarly, it seems all the finalists for the $25,000 awards were envisioning a shopping world without limits. Interestingly, nearly all of the eight finalists proposed stores that involved a digitalized experience.
For every fashion student toughing it out in the university, take hope: You may just find your future collaborator in the trenches. “We met in a college dorm,” Visionaire’s James Kaliardos said of meeting his magazine’s co-founders, Stephen Gan and Cecilia Dean (left), during their Parsons days. “Stephen needed my food card to eat back then in the cafeteria.” Twenty years later, the trio is still raising eyebrows with their evocative flagship publication and receiving accolades too; they took home the first ever Future of Fashion Award at the 45th Annual YMA FSF Geoffrey Beene National Awards dinner last night.

Despite a Northeast snowstorm warning, a bevy of Visionaire admirers and original supporters (including Diane von Furstenberg, Italo Zucchelli, and Milk Studios’ Mazdack Rassi) turned out anyway. “I feel like we’re the grandpa and grandma of the publication,” Isabel Toledo said of her and husband Ruben’s involvement. “We used to put together the issues in our kitchen and it was the second issue where I literally bound each magazine with thread.”

Needle and thread will always have their place in fashion (and maybe even in publishing), but the business proposals of last night’s newly-anointed Geoffrey Beene scholars, who took home $25,000 scholarships for their work, ranged from tech-oriented to Web 3.0. But if online offers instant gratification, print still has the potential for shelf life. “I have this edition of Visionaire that I kept from the nineties,” Calvin Klein’s Zucchelli said. “It’s about birth and religion and all these different visual ideas. It’s old now, but it’s still really special.”
After creating a business proposal for her own fashion sportswear line, Alex Dumas, Business Class of ’11, recently received a Geoffrey Beene Fashion Scholarship. Her fictional brand, Shape Athletics, is a high-performance, edgy sportswear line designed exclusively for women with active lifestyles.

“I established the brand to allow women to go ‘from the gym to the street — with no sweat,’ emphasizing the double advantage of fashion and functionality,” Dumas says.

In the case study she drafted for the scholarship competition, she proposed Shape Athletics as a private-label brand for Target, complementing Target’s positioning where customers can “expect more, pay less.”

Dumas’ lifelong love of fashion and her online experience from an internship with Google in summer 2009 helped her decide on a career path. “My work at Google and my interest in fashion led me to pursue a career in online retailing,” she says.

In spring 2010, Dumas interned with Jimmy Choo in London in the online sales department. Her team managed the website, and they addressed everything that surrounds online sales. “I saw the demands of online luxury retailers and grasped a firsthand understanding of how to manage the e-commerce site for this type of organization,” she says.

In addition to working with Jimmy Choo, Dumas wrote a research paper evaluating the e-commerce strategies of high-street and luxury brand retailers, identifying strengths as well as areas for growth for retailers in these categories.

She credits her Olin Business School education for her success thus far. “I learned how to gather information, identify a problem, and propose an actionable solution,” Dumas says. “Olin professors insist that students think critically, which leads to innovation.”
It seems that Google is following other big web properties like eBay in focusing in on fashion. Longtime fashion and technology devotee Tony Wang has been charged with leading the company into the fashion fray, though thus far the details are a bit cryptic.

Wang, the blogger behind post.fashionism and undergrad at UPenn’s Wharton School, where he’s involved in Penn Fashion Week, has been tweeting mysterious tidbits about a Google fashion initiative, code name GStyle.

Here’s a sample: “If you are interested in being a part of GStyle - fashion@google - @reply me with your email or a link where I can find your email. Cheers.”

We promptly replied and this morning found an email from Tony with a “google” email address (not gmail, google) in our inbox, subject line “Fashion @ Google.” It’s an introduction from Tony, who we learned is a Program Producer at YouTube and the fashion lead at Google for GStyle, “Google’s internal, company-wide attempt to improve the relationship between the tech and fashion industries.”

Google’s aim appears to be to get in tight with fashion types in order to learn their digital needs and habits so they can develop products for bloggers, designers, and retailers. So far this consists of Tony interviewing industry insiders, including Gaby Basora of Tucker and PR blog PR Couture.

Wang’s email invited us to become the subject of an interview, the content of which would be forwarded along to Google insiders. We can also air gripes about Google products, which he’ll direct to the appropriate development team. We’re mulling it over, but our interest is definitely piqued: Is Google planning an editorial debut? We’re skeptical that it’s purely an academic exercise. At the moment, this internal program is in pilot mode (on that Wang is clear), so your guess is as good as ours.

UPDATE: We heard from an internal source that Wang is, in fact, in the Google system, though he’s listed as a summer intern. Best internship ever?
Tommy Hilfiger Hosts YMA Fashion Scholarship Fund 2010 Intern Social at Tommy Hilfiger Fifth Avenue Global Flagship

PR NEWswire, June 24, 2010

Tommy Hilfiger, a wholly owned subsidiary of Phillips-Van Heusen Corporation (NYSE: PVH) hosted the YMA Fashion Scholarship Fund (FSF) 2010 Intern Social on Tuesday, June 22 at the designer’s Fifth Avenue flagship boutique. The social honored Hilfiger’s recent $50,000 scholarship grant to the FSF and its second year in hosting the Intern Social. Guests included Tommy Hilfiger, members of the FSF board of directors, and 56 newly appointed fashion industry proteges selected this year by the FSF to be mentored as the future of fashion. This summer’s $5,000 grant-recipient interns living and working in New York City at top fashion industry companies include four interning at Tommy Hilfiger. Three were selected for Excellence in Design to work within Hilfiger’s Design and Production teams, while one was chosen for Marketing. “I’m honored to partner with the Fashion Scholarship Fund to support students interested in the fashion industry,” said Tommy Hilfiger. “These students have wonderful talent and it is exciting to have them intern and work with our team.” “Fashion Scholarship Fund is a great program that supports students’ interest in the retail industry both from a business and design perspective,” said Colleen Kelly, President of Tommy Hilfiger Wholesale for North America who also serves on the FSF board of directors. “It is touching to see their dedication and interest in fashion and the business behind it.” “The internship program is a road map for the students to plan their future careers. They are able to hold a mirror up to themselves and to the industry to see how they’re going to become a part of it,” said FSF President, Ken Wyse, also President of Licensing and Public Relations for Phillips-Van Heusen (PVH). “We continue to outreach, to fuel with grants, money, endowments and events in order to be relevant. We honor the students to keep them motivated to become leaders,” and he added, “We continue to include more schools in this program in order to grow new leaders of our industry.” An organization boasting more than 70 years in the apparel and textile industries, the FSF has been granting scholarships to students in those businesses since 1971. Over the last several years, the fund has fast become one of the largest, most important grant organizations in the apparel business, having awarded more than $6 million to over 700 students since the scholarship program started. The YMA FSF has paired students with participating companies ranging from designer houses Zac Posen, Calvin Klein and Donna Karan, to retailers like Ross Stores, Macy’s and Phillips-Van Heusen, and fashion forecasting organizations such as The Doneger Group. This is the first year Hilfiger has been on the roster of participating companies with whom students are paired. Other participants range from designer houses Zac Posen, Calvin Klein and Donna Karan, to retailers like Ross Stores, Macy’s and Phillips-Van Heusen, and fashion forecasting organizations such as The Doneger Group. All 56 talented scholars chosen to intern this summer applied from the 28 FSF-participating schools nationwide, including F.I.T., Indiana University and Wharton Business School, among others.
Superbowl of Fashion Industry Raises Over $1.4 Million and Awards Over Half A Million Dollars to Nation’s Top 110 ‘Empire State Of Mind’ Fashion Students

PR NEWswire, January 13, 2010

NEW YORK, Jan. 20 /PRNewswire-FirstCall/ -- The YMA Fashion Scholarship Fund (FSF) raised over $1.4 million Wednesday, January 13th at the 2010 FSF Geoffrey Beene Fashion Scholarship Awards Dinner. One hundred and ten of the nation’s top fashion students were awarded $670,000 in scholarships. The 110 students, comprised of the FSF Class of 2009 and 2010, were given $5,000 each. Eight of the premiere students from the FSF Class of 2009 walked away with $120,000 graciously provided by the Geoffrey Beene Gives Back® Foundation.

Hosted by style expert and fashion personality, Mary Alice Stephenson, 110 fashion students from across the country were introduced before a sold out crowd at Cipriani Forty Second Street, New York City. These students made their grand entrance to Jay Z’s “Empire State of Mind”, much to the delight of 790+ leading executives in attendance from the fashion and beauty industries.

“It was the Superbowl of the fashion industry,” proclaimed President of the FSF Ken Wyse. “So many of the key players were there from retail, wholesale, menswear, womenswear and children’s wear, as well as the fragrance and cosmetics industries. Clearly, the energy and excitement was stimulated by an extraordinary group of 110 young scholars who will provide the fuel, energy and vision for the future. It was inspirational, elegant and most importantly made all of us feel good about the future of our industry.”

Honored at this year’s FSF Dinner Gala were three leaders of industry chosen for their commitment to education and positive impact and influence on the business of fashion, beauty retail, wholesale and design. The 2010 FSF Honorees included Margarita Arriagada, Senior Vice President of Merchandising at Sephora, Thomas A. Kingsbury, President & CEO of Burlington Coat Factory and Robert L. Mettler, former Chairman & CEO Macy’s West. Mettler, a noted philanthropist, was the FSF’s second ever Lifetime Achievement Award Recipient. Arriagada, Kingsbury and Mettler were each presented their honors by David Sultineau (President & CEO, Sephora USA), W. Paul Jones (CEO, Shopko), and Jeff Gennette (Chief Merchandising Officer, Macy’s Inc.) respectively.

This year’s FSF Geoffrey Beene National Scholarship Award winners included: Alexandra Dumas (Washington University in St. Louis), Ashly Juskus (Fashion Institute of Technology), Kasia Wisniewsky (Pratt Institute) and Lisa Cohen (University of Pennsylvania, Wharton School) each winning $25,000. The 4 remaining finalists including: Alana Abisdris (Syracuse University), Becca Murrow (Indiana University), Kiara Walker (Parsons the New School for Design) and Michael Lin (Otis College of Art and Design) each won an additional $5,000. All 8 finalists were featured in a Madwood Studios produced video presentation created with Flip Video UltraHD™ cameras. Event highlights included: the highest recorded attendance rate for a charity event in Cipriani history, performances by Young Arts’ Ernest Felton Baker II and Grace Weber and Cipriani Forty Second Street’s first ever music video entertainment ensemble featuring artists like: Frank Sinatra, Diana Ross, George Michael, Barbara Streisand and The Jackson 5, created by Michael Flutie and Madwood Studios for dinner and dessert entertainment.

The 2010 FSF Geoffrey Beene Fashion Scholarship Awards Dinner was the second highest revenue-generating event in the FSF’s seventy-three year history and was graciously underwritten by Geoffrey Beene Gives Back®.
Bad Economy, You Say? Tim Gunn, Zac Posen, and Mary Alice Stephenson Promote Hope

DECEMBER 2, 2008

Tim Gunn took a few cues from Barack Obama’s platform of hope and change today when he moderated a panel discussion titled “Redefining the Rules of Fashion in Today’s Economy” presented by the YMA Fashion Scholarship Fund. “These are very trying times, but we need to pull through this,” Gunn said to a packed room of fashion students at the Directors Guild of America. “And I think we will. But I think it will be a different time.” Zac Posen, the only designer on the panel, agreed. “I’ve never faced this before. I have to step back. It’s a great time to be creative. There’s always room for great clothes.”

Mary Alice Stephenson said she sees a transition in the works: “I think it won’t be cool to look so fabulous all the time. I was in Target this weekend. There are things that go bling bling at every level.”

All of the panelists, which also included fit model Josh Button, Alex Gonzalez of ad agency AR New York, Macy’s senior vice-president Les Steiger, and CEO of HSN Mindy Grossman, agreed that there is hope for the fashion industry, in a time when innovation is imperative.

On the way out, students chattered excitedly about how they left inspired. “It’s just what I needed to hear,” a young female student told us. “Everyone’s talking about the economy, and they talked about passion.” So, we asked, are you concerned about getting a job? “Yes, but I don’t graduate this year. In a few more it’ll be better, right?” Well, we can only hope.
“I’m honored to partner with the Fashion Scholarship Fund to support students interested in the fashion industry ... These students have wonderful talent and it is exciting to have them intern and work with our team.” – Tommy Hilfiger, PR Newswire

“The FSF Roundtable provides design students the chance to interact with leading designers and critics, provide their opinions on new media’s role in the fashion world and catch a glimpse of the future of the design industry.” – Design-Training.com

“Students chattered excitedly about how they left inspired. ‘It’s just what I needed to hear,’ a young female student told us. ‘Everyone’s talking about the economy, and they talked about passion.’” – 2008 FSF Roundtable, The Cut - New York Magazine

“Our investment here can have a direct payback to our industry ... Education is the one investment that is holding its value in this chaotic environment.” – Paul Rosengard, YMA Chairman Emeritus and Li & Fung U.S., WWD

“YMA dinner raises more than $2 million for scholarships.” – MRKETPLACE.com