

## **ENK and CFDA Announce Partnership** **To further support the Fashion Manufacturing Initiative**



**September, 2014 – New York, NY** – ENK International, the premier fashion trade show producer, announces its partnership with The Council of Fashion Designers of America (CFDA). Both organizations see this collaboration as the beginning of a long term relationship that will benefit the fashion community. ENK's first participation with the CFDA will support the council's Fashion Manufacturing Initiative (FMI).

FMI was created to nurture, elevate, and preserve garment production in New York City, ultimately connecting fashion designers to local manufacturing. The program includes: a NYC Investment Fund offering matching grants to facilities committed to improving their services through innovation and technology; Apparel Skills Training Courses to generate a stronger workforce; the development of a NYC Production Database on [CFDA.com](http://CFDA.com); and ongoing professional development sessions and collaborative industry events for the production company.

"ENK International is excited to partner with the CFDA and provide support to FMI, that will help emerging designers to have access to better manufacturing facilities within New York City," said ENK International's President, Tom Nastos.

FMI's fund will help factories in New York to better serve more than 80% of emerging and established designers that rely heavily on the garment district for production. ENK's patronage of this initiative will help establish a true "Made in New York" concept and ensure New York Garment District's future is protected.

Initiated by Theory's CEO Andrew Rosen, "FMI is an investment in New York City as an important center of manufacturing. The success of the venture depends on a commitment from the entire fashion industry. We have already seen great support from designers, vendors, suppliers and industry associates. ENK is a strong and welcome addition to this robust group of sponsors," said Rosen, FMI Founder Partner.

ENK and CFDA are aligned in their commitment to foster talent in the fashion industry and view this involvement as a platform that will support designers, manufacturing and all facets of the fashion industry. The two organizations plan to collaborate on many projects in the future, to benefit CFDA members as well as the fashion community as a whole.

"ENK is an excellent partner for the CFDA. They provide great value and opportunities for CFDA Members through Coterie and their other properties. In addition their support of the Fashion Manufacturing Initiative (FMI) will help strengthen New York City as a vital hub for creative production," said Steven Kolb, the CEO of CFDA.

ENK will work closely with the CFDA to solidify incentive packages to better integrate both existing and new CFDA members into ENK's portfolio of trade shows that includes Coterie, Accessorie Circuit / Intermezzo Collections, ENK Vegas, and Children's Club. This activation will serve as a vehicle for CFDA members to participate in trade shows thus providing key opportunities to gain exposure and to further engage their brands/collections with Domestic and International retailers, buyers, and press.

## **ABOUT ENK**

ENK International is the most exclusive trade show producer in the United States, with a series of trade exhibitions in New York City and Las Vegas that include nearly 10,000 global design companies. ENK shows attract 250,000 domestic and international buyers and press yearly, producing sales of over \$1 billion. Currently, ENK International produces 14+ annual exhibitions including Coterie, Accessorie Circuit, Intermezzo Collections, Children's Club, and ENKVegas.

For more information, please visit [www.enkshows.com](http://www.enkshows.com), [facebook.com/ENKinternational](https://facebook.com/ENKinternational), [twitter.com/enkshows](https://twitter.com/enkshows), [instagram.com/enkshows](https://instagram.com/enkshows)

## **ABOUT CFDA**

The Council of Fashion Designers of America, Inc. (CFDA) is a not-for-profit trade association founded in 1962 that leads industry-wide initiatives and whose membership consists of more than 450 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 {Fashion Incubator}, the CFDA/Vogue Fashion Fund, the Geoffrey Beene Design Scholar Award, the Liz Claiborne Design Scholarship Award and the CFDA/Teen Vogue Scholarship. Member support is provided through the Strategic Partnerships Group, 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 the worldwide Fashion Targets Breast Cancer initiative; raises funds for HIV/AIDS organizations with events such as Fashion's Night Out and 7th on Sale and addresses the issue of model health with The CFDA Health Initiative.

For more information, please visit [www.CFDA.com](http://www.CFDA.com), [facebook.com/cfda](https://facebook.com/cfda), [twitter.com/cfda](https://twitter.com/cfda), [cfda.tumblr.com](https://cfda.tumblr.com), and [youtube.com/cfdatv](https://youtube.com/cfdatv)

## **ABOUT FMI**

The Fashion Manufacturing Initiative (FMI) is a program of the Council of Fashion Designers of America (CFDA) in partnership with the New York City Economic Development Corporation (NYCEDC).

FMI was created to nurture, elevate, and preserve garment production in New York City, ultimately connecting fashion designers to local manufacturing. The program includes: a NYC Production Fund offering matching grants to facilities committed to improving their services through innovation and technology; Apparel Skills Training Courses to generate a stronger workforce; a "From the Experts" speaker series; and the development of a NYC Production Database on CFDA.com.

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## **CONTACT**

Seventh House PR

Mandie Erickson, 646-619-6835, [mandie@seventhhousepr.com](mailto:mandie@seventhhousepr.com)

Terry Doe, 646-619-6852, [terry@seventhhousepr.com](mailto:terry@seventhhousepr.com)