



THE FASHION CENTER

SIDEWALK *catwalk*

PRESENTED BY LF USA

News

For Immediate Release

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AMERICA'S TOP FASHION DESIGNERS UNVEIL LANDMARK PUBLIC ART EXHIBIT ON BROADWAY: FASHION CENTER SIDEWALK CATWALK PRESENTED BY LF USA

NEW YORK, June 24, 2010 – Some of the biggest names in fashion today gathered in Herald Square to unveil the landmark public art exhibit that will grace Broadway through September 3: [Fashion Center Sidewalk Catwalk Presented by LF USA](#).

Developed by the [Fashion Center Business Improvement District](#) (BID), *Fashion Center Sidewalk Catwalk Presented by LF USA* brought together 30 of America's top fashion designers to create a compelling exhibit in the heart of the Fashion District. A groundbreaking collaboration of artistic talent, the line-up of participating designer/artists represents a "who's who" of the fashion world:

- Victor Alfaro
- Mark Badgley + James Mischka
- John Bartlett
- Thom Browne
- Stephen Burrows
- Kenneth Cole
- Maria Cornejo
- Carlos Falchi
- Prabal Gurung
- Tommy Hilfiger
- Betsey Johnson
- Norma Kamali
- Donna Karan
- Naeem Khan
- Michael Kors
- Nanette Lepore
- Adam Lippes
- Catherine Malandrino
- Nicole Miller
- Isaac Mizrahi
- Rebecca Moses
- Rachel Roy
- Jill Stuart
- Elie Tehari
- Rebecca Taylor
- Yeohlee Teng
- Isabel Toledo
- Carmen Marc Valvo
- Diane von Furstenberg
- Jason Wu

The Fashion Center Sidewalk Catwalk Presented by LF USA features custom-built Ralph Pucci mannequins "walking" on the pedestrian plazas of Broadway boulevard between Times Square and Herald Square, each modeling a bold, one-of-a-kind manifestation of its designer's artistic vision. The designers were assisted by select students from the [Parsons School of Design](#) and [The Fashion Institute of Technology](#) (FIT), and each school designed its own mannequin, as well.

"New York City's Fashion District is recognized throughout the world as an epicenter of fashion, but it is a community also rich in incredible artistic talent," said Barbara Randall, president of the Fashion Center BID. "The Fashion Center Sidewalk Catwalk is a groundbreaking celebration of art and fashion on a public stage that will be talked about for years to come."

"Sidewalk Catwalk will be New York's most exciting runway show this summer, and everybody can have a front row seat," said Fern Mallis, chair of *Fashion Center Sidewalk Catwalk Presented by LF USA*. "We welcome New Yorkers, fashionistas and tourists alike to this unique

fashion neighborhood, to experience firsthand the talent and creativity that is executed in the surrounding buildings."

Fashion Center Sidewalk Catwalk is presented by LF USA, a leading provider of consumer brands, licensed and private label products to major department stores and mass retailers. "Runway Sponsors" include Macy's, *The New York Times* and HP. To celebrate *Fashion Center Sidewalk Catwalk Presented by LF USA*, Macy's has created keepsake t-shirts and totes available for a limited time exclusively at the Herald Square store.

"The *Fashion Center Sidewalk Catwalk* exhibit demonstrates the depth of design talent and innovative heritage of the Fashion District in New York City," said Rick Darling, President of LF USA. "We are proud to be a part of an exhibit that reflects the importance of the District and its influence on the fashion business."

Throughout the course of *Fashion Center Sidewalk Catwalk Presented by LF USA* – part of the Department of Transportation's [Urban Art Program](#) – the sculptured, dressed, one-of-a-kind mannequins will be auctioned off, with the proceeds going to NYC-based non-profit [Materials for the Arts](#), a reuse program that supplies materials to New York City's cultural organizations for free. Materials for the Arts is also the largest supplier of arts materials to New York City public schools.

"*Fashion Center Sidewalk Catwalk Presented by LF USA* takes fashion out of the tent and onto the street with designs from some of the world's most talented artists," said Department of Transportation Commissioner Janette Sadik-Khan. "This exhibit is an inspired example of how creative partnerships through our Urban Art Program can transform public space from roadway into runway."

Fashion Center Sidewalk Catwalk Presented by LF USA will provide a close-up photo-op of designer creations while highlighting and featuring a wide range of innovative fabrics and materials culled from the Material ConneXion Resource Library as well as the vast offerings of unique beads, fabrics, crystals, trims and supplies available in the Fashion District. Located on Madison Avenue, [Material ConneXion](#) is New York's largest materials consultancy and library of innovative and sustainable materials.

For more information about *Fashion Center Sidewalk Catwalk Presented by LF USA*, please visit www.sidewalk-catwalk.com. Please direct media inquiries to Tom Corsillo of The Marino Organization at 212.889.0808 or tom@themarino.org.

The **Fashion Center Business Improvement District (BID)** (www.fashioncenter.com), a not-for-profit corporation, was established in 1993 to improve the quality of life and economic vitality of Manhattan's Fashion District. Through programs in the areas of streetscape improvements, sanitation and public safety services, marketing and promotions, economic development, and community service, efforts are aimed at promoting the district as a strategic midtown business location and ensuring New York's position as the fashion capital of the world.

LF USA is a subsidiary of Li & Fung Limited, the Hong Kong headquartered multi-national export group and is recognized as the world's leader in consumer goods design, development and sourcing. From over 80 offices in the United States, Europe, Africa and Asia, the Group manages the supply chain for retailers and brands worldwide and sources from more than 40 economies. Corporate website: www.lifung.com

The **Urban Art Program** is an initiative of **New York City's Department of Transportation** intended to invigorate the City's streetscapes with engaging temporary art installations. As part of the World Class Streets initiative, art will help foster more vibrant and attractive streets and offer the public new ways to experience New York City's streetscape.

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