



## 2: ニューヨーク

### 2-5 CFDAについて

○「米ファッション・デザイナー協議会 (Council of Fashion Designers of America)」は、プロフェッショナルNPOトレード組織。同組織のメンバーになる事が、NY市で活躍するデザイナーにとって大変な名誉となる。

<http://www.cfda.com/>

#### 1) CFDA FASHION AWARD

この組織から、毎年、アメリカのファッション業界に一番大きく貢献したと評価されるデザイナー等に与えられる名誉ある賞で、WWD誌でも大きく報道される。特にファッション業界に対して大きな意味を持つ。


カテゴリーは、メンズ、レディース、アクセサリー、及びジャーナリズムに分かれる。

特に、新人デザイナーが受賞となると知名度に大きく関わる。


## ■「米ファッション・デザイナー協議会」のサイト



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### NEWS

**CFDA Congratulates...**  
**March 05, 2009**

The CFDA congratulates Tracy Reese and Michael Kors on dressing First Lady Michelle Obama for her cover of People Magazine and official White House photo, respectively.

[» Learn More](#)

**CFDA NEWS FROM THE NEW YORK RUNWAYS**  
**February 26, 2009**

The world's eyes were on American Fashion during a most vital and vibrant fashion week in New York, held February 12 through February 20. Retail buyers and media from around the globe traveled to New York City to see this fashion capital retain its top positioning. More than 100 designers showed innovative and incredibly wearable fashions to standing-room-only audiences that had buyers from the top stores worldwide, writers and editors, stylists and hold-face names.

[» Learn More](#)

**SHOP THE SPECIAL EDITION CFDA HEALTH INITIATIVE ITEMS**  
**February 16, 2009**

Shop the limited-edition collection of Health is Beauty fashion items designed by CFDA members. On sale now!  
Click [here](#) to shop.

[» Learn More](#)

### UPCOMING EVENTS

**Upcoming Events**  
**November 24, 2008**


June 1 - 14, 2009  
New York Resort Collections 2009

September 10 - 17 2009  
New York Spring Collections 2010

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### FEATURED DESIGNER

**Richard Chai**  
**February 02, 2009**



Last month, Richard Chai debuted a Mens line for Fall 2009. The move is a first for his almost four (4) year old label, but Richard is in fact quite seasoned in men's wear.

Whereas his Womens designs are a synthesis of ideas, moods, and spirits, he says his menswear reflects his own style and those of his friends. "I played a lot with luxe fabrics and distressed them so they feel more approachable" says the designer.

The line is decidedly more casual than his women's wear, but also quite technically advanced in construction.

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## 2: ニューヨーク

### 2-5 CFDAについて

○最近の新人(及びここ数年で台頭してきたデザイナー)の受賞者:

○2008

Accessory Designer of the Year, Tory Burch

Swarovski Award for Menswear, Scott Sternberg for Band of Outsiders

○2007

Accessory Designer of the Year, Derek Lam

Swarovski Award for Womenswear, 3.1 Phillip Lim

Swarovski Award for Menswear, David Neville & Marcus Wainwright for Rag & Bone

○同じデザイナーが2年続けて受賞する事も。(例: Derek Lam)

○Ralph Laurenのような大御所が受賞する年もあり、いわばファッション業界のオスカーといえるかもしれない。

[http://www.cfda.com/index.php?option=com\\_cfda\\_content&task=fashion\\_awards\\_display&category\\_id=31](http://www.cfda.com/index.php?option=com_cfda_content&task=fashion_awards_display&category_id=31)



## 2: ニューヨーク

### 2-5 CFDAについて

2) 慈善活動も積極的に行っている。

#### a) Fashion Targets Breast Cancer

関連Tシャツをスーパーモデルが着用した大きなプロモーションをし、高級Eコマースサイトやデザイナーとのコラボし、関連商品の売上利益を寄付にあてるもの。

[http://www.fashiontargetsbreastcancer.org/index.php?cmd=home#Scene\\_1](http://www.fashiontargetsbreastcancer.org/index.php?cmd=home#Scene_1)

日本にもFashion Targets Breast Cancer Japanがあり、富永愛が広告塔になっている。

[http://www.fashiontargetsbreastcancer.org/index.php?cmd=country&country\\_id=4](http://www.fashiontargetsbreastcancer.org/index.php?cmd=country&country_id=4)

#### b) CFDA-Vogue Initiative (7th on Sale)

デザイナーが、サンプルセールとしてサンプルを寄付し、それをイベント会場で売った売上がNew York City AIDS Fundに寄付されるもの。

Kenneth Cole, Polo Ralph Lauren, Marc Jacobs等が継続して参加している。

[http://www.cfda.com/index.php?option=com\\_cfda\\_content&task=philanthropy\\_display&category\\_id=3](http://www.cfda.com/index.php?option=com_cfda_content&task=philanthropy_display&category_id=3)



## ■ 「Fashion Targets Breast Cancer」のサイト

**FTBC**  
UNITED STATES

FTBC International Organizations

BRAZIL UNITED KINGDOM IRELAND AUSTRALIA GREECE JAPAN CANADA PORTUGAL

an issue of vital importance to  
its primary consumers:  
**women**

**FASHION TARGETS BREAST CANCER**

September 17, 2008

**FASHION TARGETS BREAST CANCER PARTNERS WITH PLAZA RETAIL COLLECTION FOR OCTOBER FUNDRAISING INITIATIVE**

The Council of Fashion Designers of America (CFDA) is pleased to announce a partnership with the new Plaza Retail Collection, a limited-edition Latitudes International Beach Grass scented candle, and a Betsey Johnson-designed T-shirt, all of which will benefit Fashion Targets Breast Cancer (FTBC).

MORE...

August 28, 2008

**Rethink Breast Cancer Launches New Advertising Campaign with 1960s Twist**

August 28, 2008 - Rethink Breast Cancer launches a new multimedia campaign that plays off 1960's office stereotypes and targets young professionals with the non-traditional message of bringing breast awareness back to the workplace. The timing of the campaign's creative concept couldn't be better with television shows like Mad Men reminding people how sexually inappropriate the workplace was back then. The campaign aims to inspire young professionals to get involved in the cause by selling the exclusive Fashion Targets Breast Cancer Tshirts at work.

MORE...



# 「Fashion Targets Breast Cancer」日本の活動紹介ページ

## FASHION TARGETS BREAST CANCER

**FTBC**  
 UNITED STATES

**FTBC International Organizations**

BRAZIL

UNITED KINGDOM

IRELAND

AUSTRALIA

GREECE

JAPAN

CANADA

PORTUGAL

# Japan

FTBC JAPAN WAS LAUNCHED IN THE SPRING OF 2003, FEATURING WORLD RENOWNED MODEL, AI TOMINAGA, AND

HOME

OVERVIEW

FTBC Japan was launched in the spring of 2003, featuring world renowned model, Ai Tominaga, and benefiting the Japan Cancer Society. At the time, the concept of philanthropic sales of merchandise was new to Japan. However, in recent years, Japanese women have begun to embrace this new approach to a public health concern.

In 2008, FTBC Japan was re-launched with the help of Theory. Istvan Francer, Design Director at Theory, designed t-shirts for both men and women, a handbag, and badges - all of which feature the FTBC Japan logo. These items will go on sale in October in all Theory stores throughout Japan, including Theory Women and Men's stores, Theory Luxe, Theory Petite, and PLS+T. As in the 2003 campaign, Ai Tominaga volunteered to participate and model for the FTBC Japan re-launch campaign.

Theory also produced an event during Japan Fashion Week in Roppongi Midtown. Free mammograms were offered to all customers who attended this event, in order to emphasize the importance of the early detection of breast cancer. Over one hundred people received mammograms in just two days.

The funds raised from this campaign will be used to raise public awareness support breast cancer research, education, screening and patient care in Japan.

**FTBC**

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EMAIL

WEBSITE


CURRENT CAMPAIGN SEE ALL

TITLE	DATE	DESCRIPTION



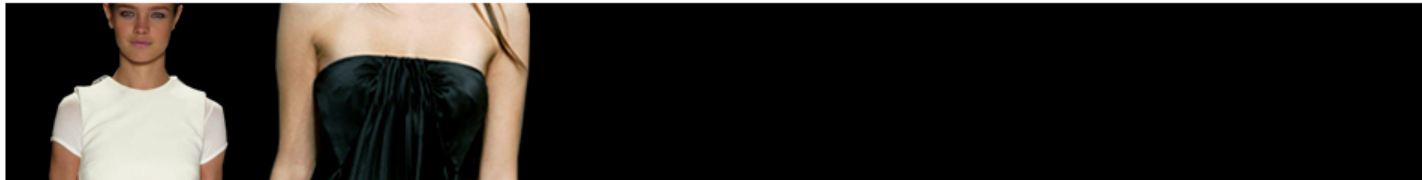
## ■「CFDA-Vogue Initiative (7th on Sale)」のサイト

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**Philanthropy**

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Fashion Targets Breast Cancer

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CFDA-Vogue Initiative (7th on Sale)

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### CFDA-Vogue Initiative (7th on Sale)

In the fall of 1990, the CFDA Foundation, in conjunction with Vogue magazine, created 7th on Sale, an unprecedented “designer sample sale” event which raised \$4.2 million for the New York City AIDS Fund to distribute to AIDS care, services, advocacy, and housing programs. An extravaganza of fashion bargains, 7th on Sale served as a mini-specialty store for four days, with sales merchandise donated by CFDA members and industry friends. Major New York retailers participated, together with thousands of volunteers, and the event was attended by over 15,000 people. 7th on Sale/San Francisco (in 1992) raised \$2.6 million for DIFFA to distribute to San Francisco and Bay Area AIDS organizations.

As a result of the extraordinary success of 7th on Sale, the CFDA-Vogue Initiative was established as the CFDA- Vogue Initiative/New York City AIDS Fund to rapidly respond to the emerging needs of community-based agencies serving persons with HIV/AIDS in New York City and to support national AIDS advocacy efforts. With a five-member advisory committee drawn from the fashion industry and from the New York City AIDS Fund, the initiative selected five priorities for funding: supportive housing for persons with AIDS, emergency loans to community-based organizations, programs for women and children, national advocacy and public policy, and unforeseen opportunities where one-time funds can make a difference. The initiative was established with \$2.3 million and by early 1994, 32 organizations had received grants totaling \$2,286,000.

1995, the CFDA Foundation and Vogue presented 7th on Sale/The Return to New York. Over 17,000 tickets were sold to the public, and the weekend event grossed over \$5 million. MTV Networks and Tommy Hilfiger produced a related documentary called “Think Positive.”

2005 marked the return of 7th on Sale after a 10 year hiatus. For the first time ever, thousands of designer pieces, including limited edition, one-of-a-kind, and celebrity-worn items, were available to a worldwide audience. 7th on Sale Online—the world’s largest sample sale—was made possible with the support of Dolce & Gabbana, Kenneth Cole Productions, and Polo Ralph Lauren and by a partnership with eBay, who remained onboard for 2007’s 7th on Sale.