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Gen Art's "Fresh Faces in Fashion" Returns With New Sponsors, More Than 1,200 Attendees

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This Fashion Week, perhaps more than other recent seasons, young up-and-coming designers have more outlets to show their apparel to the crowds of fashion folks gathered for the industry's big showcase. Outside the tents, newer names like Simon Spurr and Billy Reid held court at Milk Studios—participants of the Made, presented by M.A.C. shows—and musician Avril Lavigne's Abbey Dawn label and Sachika showed during Elle's Style360 series. Gen Art's one-night showcase, Fresh Faces in Fashion, returned too, bringing seven emerging clothing designers and four accessories brands to Manhattan Center Studios on Friday, September 9. The event was Gen Art's first fashion function since relaunching this past February under the ownership of Sandow Media, and debuted a three-event partnership with Smart Car.

"It's obviously so exciting to be part of Gen Art's relaunch and at the same time, there's such an incredible legacy," said Elizabeth Shaffer, who was named co-president of Gen Art, along with Jeffrey Abramson, when the organization opened after the acquisition. "Jeff and I feel like we've been handed this incredible opportunity and we want to do right by the brand, but we also want to freshen things up and take note of the things that have changed over the years."

