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NEWS

Gen Art Announces New Designers, Will Show at New York Fashion Week

By CHERYL WISCHHOVER Monday, Aug 8, 2011 / 3:00 PM



Gen Art, that incubator of new design responsible for launching the careers of Zac Posen and Philip Lim, has been sorely missed the past two years while it's been on hiatus to deal with financial troubles. Now under new ownership, the organization has trained its eagle eye on a new cadre of up-and-coming designers.

Gen Art is going to spotlight six ready-to-wear designers, one men's wear designer, and four accessory designers. Ace & Jig, Ann Yee, Eighteenth, Jennifer Chun, Shunghee Bang, William Okpo, and Baron Wells will make their runway debut at New York Fashion week, WWD is reporting.

Elizabeth Shaffer, the co-president of Gen Art told the trade that the chosen designers came from both active recruitment and an "open call" process. On September 9, a 7pm cocktail party will showcase the accessories designers (Collina Strada, Falconiere, Osborn, and Wool and the Gang) followed by a runway show at 8pm, at the Grand Ballroom of the Manhattan Center at 311 West 34th Street. About 1,200 people will be able to attend, and Gen Art is selling tickets to the public—it's not going to be an industry-only event. Tickets will go for \$50-\$95 a pop. Check out Gen Art's website for details.