



WOMEN'S WEAR DAILY ■ MONDAY, AUGUST 8, 2011

<http://www.wwd.com/markets-news/ready-to-wear-sportswear/gen-arts-fresh-faces-in-fashion-show-returns-to-new-york-5042167>

Impressions: 137,164

August 8, 2011

Gen Art Returns to New York

FROM: WWD Issue 03/08/2011

By LISA LOCKWOOD

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NEW YORK — Gen Art will reprise its annual “Fresh Faces in Fashion” show.

After a two-year hiatus and new ownership under Sandow Media, Gen Art will participate in New York Fashion Week with a show highlighting emerging fashion and accessories designers. The show takes place Friday, Sept. 9 at the Grand Ballroom of the Manhattan Center at 311 West 34th Street here.

A 7 p.m. cocktail reception will spotlight four accessories designers, followed by a fashion show at 8 p.m. featuring the runway debut of seven designers. An after-party takes place at 404 located at 404 West 33rd Street from 10 p.m. to 12 a.m. The New York show will be followed by Fresh Faces in Fashion L.A. featuring up-and-coming West Coast design talent in mid-October.

The ready-to-wear designers that were selected to participate are ace & jig, Ann Yee, Eighteenth, Jennifer Chun, Sunghæ Bang and William Okoro, as well as men’s wear designer Baron



A look from ace & jig.
Photo By Roderick Angle

Wells. Accessory designers will be Collina Strada, Falconiere, Osborn and Wool and the Gang, all of whom will be showcased in an installation format.

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"We are pleased to be continuing the tradition of Fresh Faces in Fashion, bringing together what we feel is the best slate of new design talent under one roof to share with members of the industry and press, enabling everyone to get a glimpse of tomorrow's fashion greats...today," said Elizabeth Shaffer, co-president of Gen Art.

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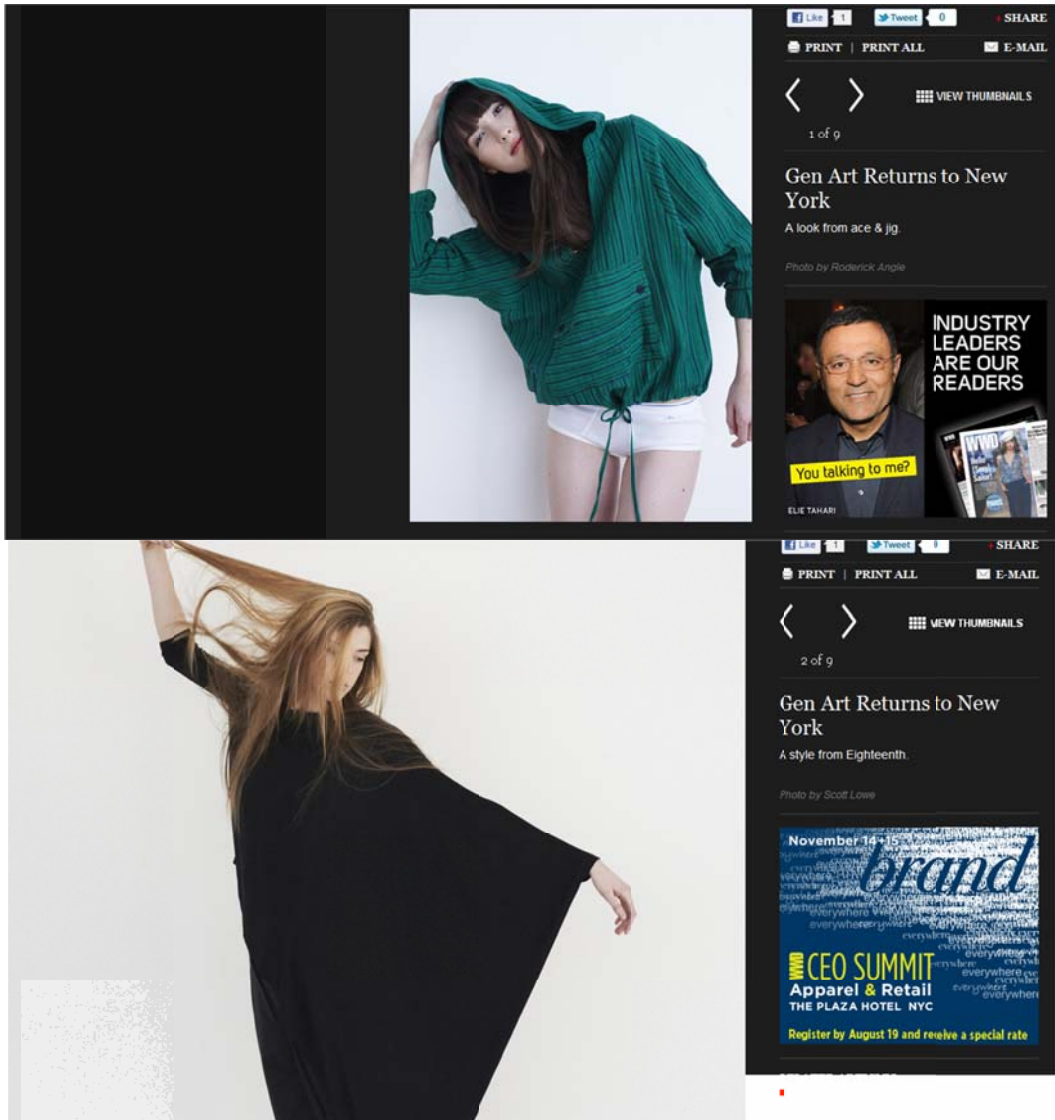
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Shaffer told WWD that the designers are both actively recruited and selected through an "open call" process. She said Gen Art will mount two New York shows a year, as well as stage two shows annually in Los Angeles during fashion weeks. Designers such as Zac Posen, Rodarte, Phillip Lim and Rebecca Taylor made their runway debuts in Gen Art fashion shows. Gen Art's shows were created as a platform to showcase the designers' work to an influential audience. Some 1,200 people can be accommodated at the New York show, said Shaffer. The event is geared to buyers, retailers, stylists and members of the press, as well as a consumer audience. Tickets to the Gen Art event are available at genar.org and range in price from \$50 to \$95.

Gen Art, which was founded by Ian and Stefan Gerard, was acquired in December by Sandow Media, a New York-based firm, which publishes New Beauty, Surface, Luxe Interiors + Design, Worth, Watch Journal and 944, among other niche titles. GenArt is based in Los Angeles. Schaffer and Jeffrey Abramson serve as co-presidents, while Ian Gerard is a consultant to the company.



The image displays two fashion photographs and their corresponding article thumbnails from WWD. The top photograph shows a woman wearing a vibrant green, textured hooded jacket over white shorts. The bottom photograph shows a woman in a long, flowing black dress. Each photograph is paired with a thumbnail of a WWD article. The top article thumbnail is titled "Gen Art Returns to New York" and features a photo of Elie Tahari with the text "You talking to me?". The bottom article thumbnail is also titled "Gen Art Returns to New York" and features a graphic with the word "brand" and "WWD CEO SUMMIT Apparel & Retail THE PLAZA HOTEL NYC". Both thumbnails include social media sharing icons (Facebook, Twitter, Email) and navigation controls (back, forward, view thumbnails).



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3 of 9

Gen Art Returns to New York

Ann Yee for fall.

Photo by Courtesy Photo

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Gen Art Returns to New York

A look by Jonathan Hokkio.

Photo by Courtesy Photo

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Gen Art Returns to New York

A look by Jennifer Chun.

Photo by Courtesy Photo

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Gen Art Returns to New York

A fall design from Sunghee Bang.

Photo by Ned Rosen

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Gen Art Returns to New York

A fall design from Sunghee Bang.

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Gen Art Returns to New York

A look by William Okpo.

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