

# F i S F

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## **Fashion Incubator San Francisco Designers Debut Spring 2013 Lines In Macy's Union Square Window and Fashion's Night Out Event**

**SAN FRANCISCO – September 4, 2012** – In just five months since opening, the Fashion Incubator San Francisco (FISF) has helped its six Designers in Residence create their individual lines for the spring 2013 season. On Aug. 31, 2012, the Designers' clothing debuted in a Macy's Union Square's window on Stockton Street. Following that, the lines will be showcased at Macy's 3<sup>rd</sup> Floor Fashion's Night Out party on Sept. 6.

In preparation for the unveiling, renowned fashion photographer John Casado photographed the Designers' lines for use in the Look Books they'll use to begin selling their spring apparel.

Closing out the month of September, the Designers' creations will be featured at a fall fashion event on Maiden Lane hosted by the Union Square Business Improvement District (BID) on Sept. 27. Funds raised at the event will benefit the Fashion Incubator San Francisco, while the Designers gain exposure to retailers in San Francisco's tony shopping district.

"This month the Fashion Incubator San Francisco hit a significant milestone in helping our Designers in Residence turn their concepts into sellable creations," said Jeanne Allen, FISF executive director and co-founder of Jeanne-Marc, the venerable San Francisco design and production company

that was internationally known for its distinctive women's clothing. "Our curriculum in the second half of their residence here will focus on enticing retailers to carry their lines and establishing sound business practices and relationships that will be the foundation of our Designers' new businesses."

FISF's six Designers in Residence were selected in January 2012 based on their talent, passion and vision for apparel that has commercial market potential. They moved into the incubator facility in March 2012. While all six call San Francisco home, their backgrounds and inspirations reflect a global tapestry of styles, textures and techniques that can be found in their designs. The FISF 2012 Designers in Residence are:

- **Justin Jamison:**
  - o Born: U.S.
  - o Focus: Progressive urban wear for men
- **Tamara Jaric:**
  - o Born: Belgrade, Serbia
  - o Focus: Women's outerwear
- **Bethany Meuleners** (Born: U.S.) and **Sabah Mansoor Husain** (Born: Bangalore, India)
  - o Focus: Working together on Bohemian-luxe women's wear with artisan handicrafts and global influences
- **Tony Sananikone:**
  - o Born: Bangkok, Thailand
  - o Focus: Women's wear reflecting empowerment and beauty
- **Paloma Von Broadley:**
  - o Born: Ibiza, Spain
  - o Focus: Embracing "slow fashion" through hand-made, sustainable patterning, sewing and knitting

FISF operates in a 3,500-square-foot design and education facility, providing its Designers in Residence with the professional-grade workspace needed to create a successful fashion line and local business. Located above Macy's at Union Square, the facility provides the designers with a production workroom, showroom, classroom and office space for the designers.

FISF is a non-profit business development organization that will nurture and mentor promising local design talent and provide them the tools and resources needed to establish and grow businesses of their own. FISF also will offer training in business operations, sales, marketing, branding and merchandising from experts in the San Francisco fashion and economic development communities.

Macy's initiated FISF, established its 501c3 status and houses the incubator at its San Francisco offices.

#### **About Fashion Incubator San Francisco at Macy's Union Square**

FISF is a non-profit incubator committed to turning fashion apparel designers into successful San Francisco entrepreneurs and employers. Each year FISF will provide six Designers in Residence with premiere workroom,

showroom, classroom and office space at Macy's offices in downtown San Francisco and will offer yearlong business operations training from experts in the San Francisco fashion and economic development communities.

For more information on FISF and to learn how to get involved, visit [www.fashionincubatorsf.org](http://www.fashionincubatorsf.org) or <https://www.facebook.com/#!/FashionIncubatorSF>

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