

F i S F

Contact:

Kathryn Mgrublian

Fleishman-Hillard

415-318-4269

Kathryn.Mgrublian@fleishman.com

Fashion Incubator San Francisco Opens Designer Workroom, Takes Local Talent One Step Closer to Runway and Retail

SAN FRANCISCO – March 30, 2012 – Fashion Incubator San Francisco (FISF) unveiled today a 3,500-square-foot design and education facility, providing its six 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 equipped with straight stitch machines, hemmers, sergers, work tables, a cutting table and gravity irons. The facility also includes a showroom, classroom and office space for the designers.

FISF offers a year-long program that nurtures six local Designers in Residence so they can establish a thriving apparel business and create employment opportunities in San Francisco. Hailing from all parts of the globe and now living in the San Francisco Bay Area, these specially selected and talented designers will be propelled to new heights with the resources and opportunities FISF provides.

Jeanne Allen has been appointed as executive director of FISF. Allen was the co-founder of Jeanne-Marc, the venerable San Francisco design and production company internationally known for its distinctive women’s clothing.

“We are thrilled to kick off FISF’s inaugural program and welcome the six Designers in Residence to the San Francisco fashion and business communities and to their new home at our facility,” said Allen. “Through FISF, these designers will be able to tap into the many local resources and talents that the San

Francisco business community has to offer, and we look forward to the opportunity to one day helping them establish businesses of their own.”

more

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 urban outerwear embellished with couture details
- **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 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 at Union Square initiated the FISF, established its 501c3 status and housed 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.

###