

# F i S F

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## **Fashion Incubator San Francisco Welcomes Six Local Talents To Inaugural “Designers in Residence” Program**

**SAN FRANCISCO – January 30, 2012** – Fashion Incubator San Francisco at Macy’s Union Square (FISF) today unveiled its inaugural class of local designers who will enter the year-long Designers in Residence program starting in March. FISF will nurture and mentor these designers and provide them the tools, workspace and access to experts and resources to establish and grow businesses of their own in San Francisco.

The six designers were selected based on their talent, passion and vision for apparel that has commercial market potential. 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:**

- Born: Bangkok, Thailand
- Focus: Women's wear reflecting empowerment and beauty
- **Paloma Von Broadley:**
  - Born: Ibiza, Spain
  - Focus: Embracing "slow fashion" through hand-made, sustainable patterning, sewing and knitting

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Each year FISF will provide six Designers in Residence with premier workshop space in Macy's offices at Union Square where they can create new lines and showcase their collections to merchants, ranging from local boutiques to national retailers.

"We couldn't be more thrilled with the talent and motivation of our first class of Designers in Residence," said Jeanne Allen, FISF executive director and co-founder of the apparel design company Jeanne-Marc from 1973-1997, based in San Francisco. "Each brings a unique set of skills and experiences inspired by people and places around the globe. We're eager to help them put their individual stamp on the world of fashion and establish their businesses here in San Francisco."

Allen is working with fellow FISF board members Diane Green, fashion department chair at City College of San Francisco, and Amy Williams, fashion design chair at California College of the Arts, to create the Designers in Residence curriculum. Experts in the San Francisco fashion and economic development communities will lead training sessions and workshops for the designers. Topics will range from business planning, brand marketing and image creation, to line costing and design critiques.

Macy's at Union Square initiated the FISF and will house the incubator at its San Francisco Union Square offices, including a workroom with all needed machinery, storage for materials and samples, office space, merchant showroom space and a classroom.

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

FISF is a 501c3 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 workshop 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).

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