

ARTS AND ENTERTAINMENT

Design students line Madison Avenue with typography-inspired fashions for NYFW

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SVA Student Youni Hwang mentored by 3.1 Phillip Lim

By STAFF REPORTS

Using typography as a medium, students at New York's School of Visual Arts have worked with fashion industry mentors to merge the worlds of art and design.

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The project, conceptualized by award-winning designer and SVA professor Olga Mezhibovskaya, asked graphic design students to create fashion textiles for paper dress models using only typography. SVA's chairman of the BFA Advertising and Design department, Richard Wilde, has a firm belief that fashion is an art form, and should be embraced by design students for future opportunities.

Kerning meets pleating

SVA graphic design students were tasked with creating textiles on a paper dress form model using typography rather than fabrics.

The original projects have now been transformed into a public art exhibition on Madison Avenue between 57th and 79th Streets, the epicenter of luxury fashion and retail in New York. The 21 typography-inspired textile silhouettes have been enlarged to "heroic" size and will be on view Sept. 8-18, the dates of New York Fashion Week.



SVA Student Yu Ji Yang mentored by Altuzarra

As the project evolved, Linda Fargo, senior vice president and fashion director of New York-based department store Bergdorf Goodman, recruited a number of designers to mentor the students.

Designer mentors include Ms. Fargo herself, Altuzarra, Rosie Assoulin, Francisco Costa, Jennifer Csengody, Delpozo, Alber Elbaz, Erdem, Geoff Howell, Naeem Khan, Minika Ko, Michael Kors, Ayanat Ksenbai, Humberto Leon, Carol Lim, Phillip Lim, Adam Lippes, Proenza Schouler, Jonathan Simkhai, Isabel and Ruben Toledo and Jason Wu.



SVA Student Jade Yoo Hong mentored by Michael Kors

SVA's student project is hosted by the Madison Avenue Business Improvement District (BID), a chamber of commerce-like organization that promotes the bricks-and-mortar shops and galleries that line the New York high street.

The Madison Avenue BID is behind many events meant to generate foot traffic and awareness. For example, Mulberry and Graff Diamonds were among the brands to celebrate their British heritage stateside through the "Great Britain Campaign on Madison Avenue" initiative in 2015.

Organized by the Madison Avenue BID, the Great Britain Campaign highlighted brands of British origins through special events and exhibitions. As one of the most famed high streets in the United States, Madison Avenue often curates events to showcase what it has to offer consumers in immersive ways ([see story](#)).

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