

APPAREL AND ACCESSORIES

CFDA names new president from within its ranks

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CFDA hopes to secure manufacturing jobs in New York. Image credit: CFDA

By LUXURY DAILY NEWS SERVICE

The Council of Fashion Designers of America has named a new president as the nonprofit trade organization aims to support its members in the current climate.

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CaSandra Diggs was announced as the new CFDA president on Aug. 10, a promotion from her previous role as chief administrative and financial officer at the organization. Ms. Diggs will report to Steven Kolb, CEO at CFDA, and the board of directors, including chairman Tom Ford.

"CaSandra is an innovative thinker with a strong understanding of organizational and business operations," said Mr. Kolb in a statement. "Expanding her role will provide the CFDA with more opportunity to meet the needs of the membership in a broad and diverse way."

Change at CFDA

Ms. Diggs joined the CFDA in 2001. In her new role, she will be responsible for strategizing how the group can champion, educate and support its membership and the fashion industry-at-large.

"CFDA remains a vital pillar of the fashion community," Ms. Diggs said in a statement. "I am delighted to join Tom Ford and Steven Kolb as we continue to advance and evolve the CFDA into a modern, forward thinking organization that is reflective of our times."



CaSandra Diggs is the new CFDA president. Image credit: CFDA

Up next for the CFDA, the organization will debut a new platform as a digital hub to help bring all aspects of a collection launch in a one-stop-shop environment.

Called Runway360, the portal offers myriad forms of support to designers, including fashion show, media, sales and consumer activations to connect the entire ecosystem as COVID-19 has upended the business. New York design studio DE-YAN will develop the portal, and business-to-business e-commerce NuOrder will lend key support to this initiative ([see story](#)).

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