


APPAREL AND ACCESSORIES

## Kering partners with US designer Kerby Jean-Raymond for "Your Friends in New York" talent platform

September 11, 2020



Your Friends in New York.™

*Kering has partnered with Kerby Jean-Raymond to debut an emerging talent hub for fashion designers called "Your Friends in New York." Image credit: Your Friends in New York*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering has partnered with African-American fashion designer Kerby Jean-Raymond to launch a new platform meant to groom the next generation of innovators.

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Called "Your Friends in New York," the platform will combine fashion, music, art, philanthropy and wellness to create an ecosystem for consumers to interact with brands, including Mr. Jean-Raymond's Pyer Moss label.

"When I met Kerby in 2019, I was impressed by his unique perspective of creativity, innovation, business and social issues," said Kering chairman/CEO Francois-Henri Pinault in a statement.

"What struck me immediately was his willingness to invent a new, singular model, freeing himself from the usual constraints of the fashion system," he said.

"It was only natural for Kering to support this project that seeks to empower new artistic talents, to encourage the diversity of creativity and to give a voice to the younger generation of innovators."

### Friendly terms

The trademarked "Your Friends in New York" (YFINY) comprises multiple divisions including an event and experiences arm, an incubator-inspired program, philanthropic initiatives and a merchandise label.

Mr. Jean-Raymond conceived the program. It was set in motion after a 2019 meeting with Mr. Pinault, with launch scheduled for March this year. The onset of COVID-19 and the resultant lockdowns put the launch announcement on hold.

That said, "Your Friends in New York" quickly mobilized in March with a personal donation from Mr. Jean-Raymond to aid marginalized communities impacted by the pandemic.

**Kering** aided the program's COVID-19 relief efforts with a supporting donation.

Going forward, "Your Friends in New York" plans to continue to focus on pressing issues in local communities, including but not limited to providing mental health services for children and residents of public housing primarily, the organization said.

A key feature of "Your Friends in New York" is the incubator-inspired program that will encourage emerging designers to grow and explore innovative and disruptive new business models.

"It is important to me to create and work on ventures that are future forward, involve the community at large and that will continue to help others grow in the fashion and art space," Mr. Jean-Raymond said.

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