

APPAREL AND ACCESSORIES

CFDA launches fashion programming network

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CFDA Connects aims to connect regional markets with global fashion. Image credit: CFDA

By LUXURY DAILY NEWS SERVICE

The Council of Fashion Designers of America (CFDA) has announced the launch of CFDA Connects, a programming network that supports regional fashion weeks and organizations.

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CFDA's mission is to strengthen the impact of American fashion in a global economy. Through professional and business development and education, trade events, supply chain and local manufacturing, social impact and sustainability, CFDA Connects aims to connect domestic markets with the pulse of the American and global fashion industries.

"Our organization serves the whole American fashion industry all 50 states and we are excited that CFDA Connects will collectively bond our industry and affiliates with the diverse and burgeoning small businesses that make up our country's economy," said Steven Kolb, CEO of CFDA, in a statement. "The symbiotic relationships will generate mutual support opportunities serving to everyone's benefit, and the larger we grow our network, the stronger the American fashion industry becomes."

Fashion network

CFDA Connects has launched with 10 regional organizations across the United States: Columbus Fashion Council, Dayton Emerging Fashion Incubator, Hawaii Fashion Week, Indiana Fashion Foundation, Kansas City Fashion Week, Miami Fashion Week, Philadelphia Fashion Week, Ragtrade Atlanta/Atlanta Fashion Week, Saint Louis Fashion Fund and Texas Fashion Industry Initiative.



CFDA announced the fall dates for New York Fashion Week, with shows beginning on Sept. 8 and ending Sept 12. Image credit: CFDA

CFDA Connects will serve the regional markets by providing access to CFDA's digital home of the American collections, [RUNWAY360](#), expanding their reach through amplification and promotion, and centralizing design talent across the country for discovery and industry support.

To foster industry community and fellowship, CFDA executives will meet regularly with representatives from each regional organization to form a working collective of executive directors and founders with roundtables, discussions, training and development to amplify, expand, increase and strengthen its participating organizations and the markets they serve.

In September, the CFDA looked to address systemic racism and racial inequity in fashion, expanding its programming to create opportunities for Black talent. The organization created a separate Black advisory board responsible for all CFDA efforts on inclusivity, diversity and equality ([see story](#)).

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