

APPAREL AND ACCESSORIES

## IMG, New York governor team on fashion week grants

February 16, 2022



*New York State is helping emerging designers next fashion week. Image credit: NYFW/IMG*

By LUXURY DAILY NEWS SERVICE

IMG, the owner and producer of New York Fashion Week, is partnering with New York Governor Kathy Hochul to assist independent designers during the next season of shows.

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The New York state government is establishing a \$500,000 grant program to help independent designers offset certain costs for their NYFW productions in September 2022. The initiative is intended to support the recovery of New York's fashion industry.

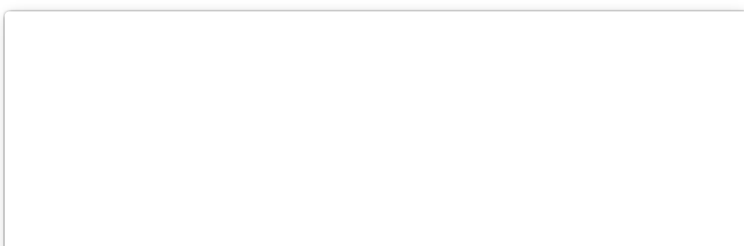
"Fashion Week is a celebration of New York's role as the fashion capital of the world, drawing and inspiring an unparalleled array of creative talent," Governor Hochul said in a statement.

"As we make our comeback from the pandemic, it is essential that we prioritize the recovery of one of New York's most exciting and dynamic industries," she said. "By partnering with New York's best small and independent designers, we are strengthening our economy and supporting vibrant development in this crucial industry."

### Fashion recovery

Ten grant recipients will receive \$50,000 each to offset NYFW production costs. Winners will be selected based on criteria set by IMG in partnership with Empire State Development, a corporation which works closely with the state government to support economic growth and investment.

The program will help more New York-based designers participate in the city's post-COVID-19 recovery, as well as present new collections to buyer, media, industry and consumer audiences.



[View this post on Instagram](#)

A post shared by Governor Kathy Hochul (@govkathyhochul)

*In support of NYFW, New York Governor Kathy Hochul attended the Proenza Schouler show*

Prior to the pandemic, the fashion industry accounted for 4.6 percent of the city's workforce, generating about \$11 billion in total wages.

"New York City is the creative soul, and economic engine, of the fashion industry," said Hope Knight, acting commissioner and president and CEO-designate of [Empire State Development](#), in a statement.

"Governor Hochul's partnership with IMG to implement this grant program will give a group of small, independent designers access to the runway during Fashion Week, that in turn will support an entire network of creators and businesses, from tailors to support staff, who are at the vital heart of New York's signature style."

Given the pandemic, fashion brands have continued to expand their virtual presences to keep connecting with consumers. NYFW virtual events have included livestreaming, launches on websites, virtual flipbooks and more ([see story](#)).

IMG also formed the Fashion Alliance to support the revitalization of NYFW.

"We are grateful to Governor Hochul and New York State for their continued partnership in our initiatives to support the New York fashion community," said Leslie Russo, president of fashion events and properties at [IMG](#), in a statement.

"Our state exemplifies leadership in the global recovery of the COVID-19 pandemic, and it is because of their guidance that we have been able to help the industry rebuild after the devastating impact of the last two years," she said. "Collaborating with Empire State Development will further diversify the voices of New York Fashion Week and ensure we continue to foster new generations of talent and represent American fashion on the global fashion stage for years to come."

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