

APPAREL AND ACCESSORIES

IMG, Paypal to relaunch fashion incubation platform MADE

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Dao-Yi Chow and Maxwell Osborne of Public School will mentor emerging designers in June. Image credit: Maxwell Osborne

By LUXURY DAILY NEWS SERVICE

IMG, the owner and producer of New York Fashion Week, is partnering with payment services provider PayPal to relaunch MADE, a fashion platform for emerging designers and cultural creators.

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MADE was first launched in 2009 in response to the economic crisis as a platform to give emerging designers resources, support and venue space to showcase their collections. MADE x PayPal, produced by IMG FOCUS., will identify and empower a new generation of diverse designers through a two-day experience taking place at the end of June in Brooklyn.

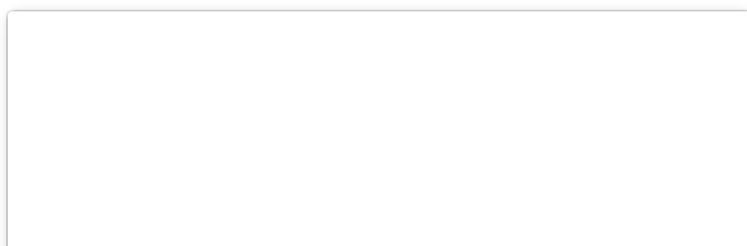
"MADE fundamentally altered fashion events as we know them and has served as the launchpad for so many of today's innovators and culturally relevant fashion brands," said Leslie Russo, president of fashion events and properties at **IMG**, in a statement.

"It is our hope that the relaunch of MADE will continue to incubate the next generation of designers. We are so grateful to partner with PayPal, a company that shares our commitment to supporting emerging talent."

Reimagining success

Designers Kingsley Gbadegesin of K.INGSLEY, Thermal and K\$ace of Whensmokeclears and Shanel Campbell of Bed On Water will serve as the new class of MADE x PayPal designers.

Dao-Yi Chow and Maxwell Osborne of Public School, alumni of the MADE program, will serve as curators and mentors.



[View this post on Instagram](#)

A post shared by MADE (@made)

After nearly 12 years, MADE is coming back to support fashion designers

Coinciding with the 10-year anniversary of Public School's MADE debut, Mr. Chow and Mr. Osborne worked closely with MADE and PayPal to select these three brands and will provide mentorship and guidance. The event will take place June 24-25, 2022.

Through WNL Radio by Public School NYC, Mr. Chow and Mr. Osborne will make the MADE x PayPal experience accessible to remote consumers through live DJ sets, discussions and interviews recorded from the MADE x PayPal stage with a variety of guest hosts.

Consumers will have access to purchase limited-edition Public School x MADE merchandise, with all proceeds going to nonprofit organization Young New Yorkers, which provides art-based diversion programs to court-involved youth.

Additionally, the MADE Marketplace will offer a curated, immersive retail experience, featuring diverse fashion and streetwear designers and mall business retailers showcasing limited-edition items exclusive to the event.

Earlier this year, IMG announced its partnership with New York Governor Kathy Hochul to assist independent designers during the next season of shows at New York Fashion Week this fall.

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 ([see story](#)).

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