

## SUSTAINABILITY

# CFDA Foundation, Bezos Earth Fund foster sustainable fashion

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*The organizations are supporting the next generation of sustainability-minded designers. Image credit: CFDA*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

The Council of Fashion Designers of America's (CFDA) charitable arm is unveiling a new collaboration.

In partnership with Jeff Bezos's \$10 billion climate and biodiversity investment firm, the Bezos Earth Fund, the CFDA Foundation is launching The Next Thread Initiative. Through the program, the duo will support emerging designers in the sustainable fashion space over the next three years.

"This partnership provides designers and students with tangible support to build a more sustainable future for fashion," said Steven Kolb, president and CEO of the CFDA, in a statement.

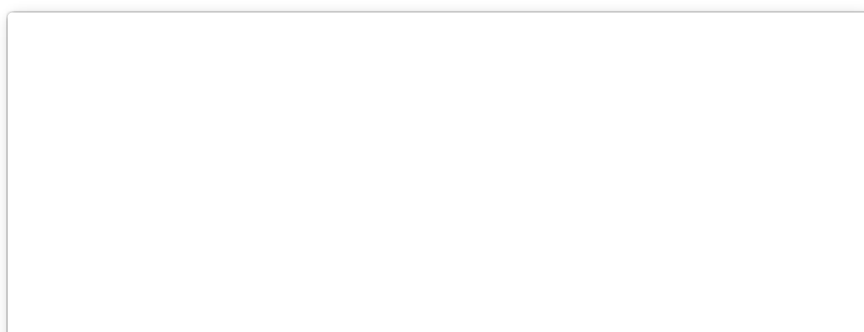
"Under Lauren Snchez Bezos's leadership, the Bezos Earth Fund is turning ideas into action and bringing innovation forward," Mr. Kolb said. "We're proud to work together to drive change across our industry."

"The CFDA is grateful for this support and looks forward to collaborating with Lauren and the Bezos Earth Fund team; this Initiative aligns with a core pillar of the CFDA and builds on more than a decade of our progress advancing sustainability in American fashion."

## Green touch

The CFDA and the Bezos Earth Fund are committing \$6.25 million to the effort.

With this money, The Next Thread Initiative will award for up-and-coming designers, present student scholarships and fund events and exhibitions that showcase the creative and commercial demand for sustainability in the industry.



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A post shared by Council of Fashion Designers of America (@cfda)

Independent designer awards will include grants ranging from \$50,000 to \$500,000 and will focus on talents innovating in circular craft. Meanwhile, scholarships will provide undergraduates with financial support valued between \$25,000 and \$75,000.

"Fashion has always been a mirror of culture and now, it can be a catalyst for change," said Tom Taylor, president and CEO of the Bezos Earth Fund, in a statement.

"Together with the CFDA Foundation, we're investing in the next generation of designers and innovators building a more sustainable future for fashion."

Last week, the organization announced that the 2025 CFDA Fashion Awards will be hosted by American actress and singer Teyana Taylor ([see story](#)).

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