

# I.N.C.

## FASHION

MAGAZINE OF STYLE  
VOL 3 ISSUE 1 • SPRING 2013

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# Fashion Incubator Designers Convene in New York City

THIS JANUARY, FOR THE FIRST TIME, DESIGNERS-IN-RESIDENCE FROM THE THREE FASHION INCUBATORS IN MACY'S STORES GATHERED IN NEW YORK CITY FOR A WORKSHOP AND LUNCH WITH MACY'S, INC. CHAIRMAN TERRY LUNDGREN.



Ed Goldberg, VP/External Affairs, Northeast, and Margaret Grioli, VP/Corporate Communications, MSN, Volunteerism and Employee Giving, spearheaded the event for more than 20 designers-in-residence from Chicago, Philadelphia and San Francisco. "I've developed a passion for the excellent incubator programs," said Goldberg. "Our chairman feels the same way."

Designers enjoyed a tour of Macy's Herald Square renovations and learning from Tim Baxter, EVP/GMM, RTW, and Nicole Fischelis, GVP/fashion director and global forecasting, about their careers, current fashion trends and how they relate to Macy's. They also met with Private Brands merchants Andrea Luckino, design director, and Megan Quinn, senior designer, Millennial.

Terry Lundgren joined the designers for lunch and a discussion on fashion and the retail industry. Then the group headed to the Tommy Hilfiger offices to tour the studio, meet the designer and learn about color and pattern selection.

"Our message to talented young people who want to ply their trade is they don't have to come to New York City," said Lundgren. "With the Fashion Incubators, these designers can stay in their hometowns and create economic development and know that Macy's supports fashion wherever it originates."

## CHICAGO:

As the founding incubator of the three cities, the Chicago Fashion Incubator at Macy's on State Street (CFI) graduated its fifth successful class of designers who are pursuing their careers in apparel design and welcomed six new designers this March who will receive mentoring and training to help take their businesses to the next level. The new class includes two wedding dress designers, a first in CFI history, one of which is featured this season on Project Runway.

Over the past five years, CFI designers have participated in countless, unique opportunities to exhibit their work including pop-up shops on Michigan Avenue, trunk shows at Macy's on State Street; and each year they participate in Chicago's Fashion Week showcasing their spring collections at a tented, runway show in Millennium Park with an audience of 1,000 people including media and local buyers.



## PHILADELPHIA:

A March reception at Macy's Center City welcomed six new designers and celebrated the graduates of the inaugural class. Many members of the media, family supporters and sponsors attended in addition to representatives of Philadelphia fashion schools. The designers took part in Philadelphia Fashion Week by creating pop-up shops. One designer put on a fashion show and Macy's Center City hosted! Macy's will be sponsoring an Allianz Francais "Power of Style" lecture this month in New York City, focused on entrepreneurs. The guest speakers will meet and greet the Philadelphia designers, expanding their exposure tremendously.



## SAN FRANCISCO:

The San Francisco Fashion Incubator inaugural class, DIR '12, was introduced to the world in a Junior League fashion show where their collections highlighted the event! The designers received orders from show attendees as well as women who took part in an international businesswomen's forum. It's a great introduction to the "real world," and they'll always have a table in the workroom they can return to for camaraderie and inspiration.



A champagne celebration at Macy's Union Square welcomed the new class of six designers in March, announced in a tweet by the mayor of San Francisco who has embraced the Incubator. Pictured here is the launch article in the San Francisco Chronicle style section. These designers already are in business and are looking for a way to go bigger.

Macy's support of Fashion Incubators continues to grow; we're exploring additional cities and we plan to hold annual workshops for these exceptional talents!

