

# CALIFORNIA FASHION ASSOCIATION

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July 29, 2020

**FOR IMMEDIATE RELEASE**

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## **CALIFORNIA FASHION ASSOCIATION AND THE BLACK DESIGN COLLECTIVE TO COOPERATE ON A PROGRAM FOR BUSINESS DEVELOPMENT**

According to a Nielsen report, black buying power is estimated at \$1.4 trillion in 2020, and yet, when we peruse the fashion landscape today, there is clearly a lack of diversity for people of color as apparel industry business entrepreneur, as executives within the manufacturing community, as branded manufacturers, or as independent retailers.

The **California Fashion Foundation** joins with the **Black Design Collective**, as socially conscious organizations, join in this cooperative effort. Real change can come with a focused learning experience affording an interactive networking opportunity.

The goal of this program is to give creative people of color the support necessary to build viable businesses. In our Instagram-staged world, fashion appropriates multi-cultural styles from people of color; they bring the 'cool' factor. To facilitate their inclusion to the executive sessions where design, marketing and advertising decisions are made, access to relevant and current business-to-business information must be made available.

As we look to the future, current industry professional and their companies can improve the chances for success by providing networking opportunities for people of all colors and backgrounds to excel. Talent needs to have the tools to flourish while gaining the necessary information to be successful.

The **Black Design Collective** and the **California Fashion Association** will host a robust seminar lineup of industry experts bringing insights about relevant topics affecting apparel merchandising, technology, marketing, social media, and distribution.

**For additional information, please contact:**

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PRESS RELEASE

July 28, 2020

**CALIFORNIA FASHION ASSOCIATION AND THE BLACK DESIGN COLLECTIVE TO COOPERATE ON A PROGRAM FOR BUSINESS DEVELOPMENT**

*The founders of the non-profit organization **Black Design Collective** are Angela Dean, Kevan Hall, TJ Walker of Cross Colours and Oscar winning Costume Designer Ruth E. Carter. Their mission is to foster the next generation of designers and industry professionals of color and bring awareness of the global impact of Black design.*

*The **California Fashion Association** is a non-profit organization that provides information for professional networking and opportunity to California's apparel and textile industries. CFA is the collective voice for the industry's growth, prosperity and competitive positioning – with a focus on global recognition of the "Created in California" image.*