



NEW YORK CITY. FASHION CAPITAL.

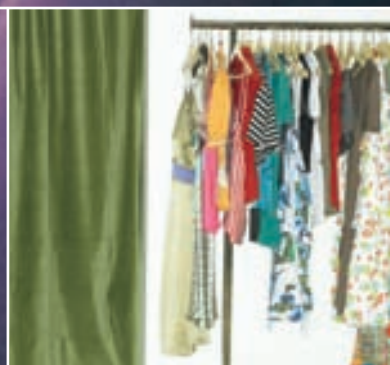
New York City Economic Development Corporation



A fashion studio with several mannequins. One mannequin in the background is covered in a bright blue fabric. In the foreground, there are two mannequins, one light green and one purple. A sewing machine is visible on the left side of the frame. The background is bright and slightly out of focus, showing what appears to be a window or a display area.

First in Fashion.

AT THE FOREFRONT OF FASHION, GLAMOUR AND INNOVATION, New York City embodies American style. It's here that fashion ideas take root and trends are defined. New York City is where everything in fashion is happening – and happening first.





NYC Fashion Week: On the Cutting Edge

Fashion Week in New York City is the event that broadcasts cutting-edge fashion to the rest of the world. It's the place where ideas are showcased, originality is celebrated and norms are challenged. Starting from the moment the first models step on the runway until the last photo is snapped, Fashion Week in New York City captures the attention of the fashion world.

An Incomparable Market

New York City is a global leader in wholesale buying, with more apparel wholesalers than any other US city. Over 75 major fashion trade shows and market weeks that take place here annually are a testament to the global prominence of the New York City market.

New York City has more than of 5,000 fashion industry showrooms, more than any other city in the world.

“There’s a buzz, a creative energy in New York City that can’t be found anywhere else in the world. It’s an extraordinarily stimulating place for fashion – I think that’s why so many people choose to be here.”

Diane von Furstenberg

“ We needed to attract the most talented people for our design studios. There’s one place to do that, and that’s New York City. We contemplated other places but the City is where that talent base is, so this is where we need to be. ”

Terry J. Lundgren, Chairman, President and CEO, Macy’s

Exceptional Talent Base

Many of today’s top fashion talents got their start in New York City and continue to call it home. The leading fashion schools in the nation are located here, offering best-in-class programs to support a full spectrum of fashion careers including fashion marketing, merchandising, design and many more. With more than 1,000 students graduating from these programs each year, the next generation of talent is poised to find success in New York City.

Many of New York City’s finest designers have been educated here, including:

- Betsey Johnson
- Calvin Klein
- Carmen Marc Valvo
- Derek Lam
- Donna Karan
- Isaac Mizrahi
- Michael Kors
- Nanette Lepore
- Phillip Lim



Photo courtesy of Matthew Septimus/FIT



Photo courtesy of Advanstar Communications

The Garment Center: Anchoring the Industry

Manhattan’s fashion district, the Garment Center, serves as the heart of New York City fashion. Its pulse radiates throughout the five boroughs, supporting companies located within the Garment Center and beyond. No matter where in the City it’s located, your company always has access to the Garment Center and all that it offers.

More than 50% of all New York City fashion-related jobs are found in the Garment Center and surrounding neighborhoods.

The unparalleled scale and scope of the Garment Center make it an invaluable asset to New York City’s fashion industry. Home to the majority of New York City showrooms and headquarters to numerous major fashion labels, it caters to all aspects of the fashion process – from design and production to wholesale selling.

World Class Media Exposure

Thriving media, marketing and public relations raise the overall visibility of fashion in the City. Two of the three largest global marketing agencies are headquartered here, in addition to some of the biggest fashion publications and news sources, such as Vogue, GQ, and Women's Wear Daily, to name a few. In an industry where marketing and exposure are so critical, New York City has you covered.

Building the Industry's Future

New York City is dedicated to a thriving fashion industry across the five boroughs. If you're thinking about starting or growing your business here, or simply want to know more, New York Economic Development Corporation (NYCEDC) can help.



“ The factories and suppliers in the NYC Garment Center enabled me to start a business on a small scale and grow into a 150-person company. We would have to completely reinvent the way we do business if the Garment Center didn't exist. ”

Nanette Lepore



NEW YORK CITY **FASHION.**
MAKE IT HERE.



Photo courtesy of Getty Images

Contact Us

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NEW YORK CITY. MAKE IT HERE.



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