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## MARIA CORNEJO: BRAND AMBASSADOR FOR THE UPCOMING SHOW



Première Vision and the Council of Fashion Designers of America (CFDA) are pleased to name Maria Cornejo the brand ambassador for the next Première Vision New York show, January 16-17, 2018.

Maria Cornejo, a CFDA Member, will present several designs created exclusively for Première Vision New York using textiles she selected from the Swiss company Schoeller Textil during her visit to Première Vision Paris last September. The designs will be produced locally in New York City by David Wolfson and Associates.

This collaboration puts the spotlight on an important topic developed by Première Vision: Smart Creation. Through its Smart Creation platform for study and communications, launched in September 2015, the goal of the Première Vision Group has been to promote the responsible approaches of its exhibitors, and shed light on a new generation of values combining creativity, innovation and sustainability. These generate new perspectives and new competitive advantages for the entire creative fashion industry

## MARIA CORNEJO AND ZERO+MARIA CORNEJO: 20 YEARS OF COMMITTED FASHION

Zero + Maria Cornejo opened in 1998 as a purely retail concept when, prompted by a desire to re-connect with the core of her ideas about design, cutting and garment construction, Chilean-born designer Maria Cornejo transformed a raw space in New York's Nolita into a very personal store and atelier named Zero. Since the beginning, and as a result of the company's commitment to the local economy, the Zero + Maria Cornejo collection has been largely produced (70%) in the heart of New York City's Garment District with the exception of a few categories including shoes and knitwear which are made by small, independently owned factories abroad. At the heart of each garment is a commitment to make desirable fashion for real women that lasts beyond a single season and that are designed and manufactured in the most responsible and beautiful way possible.

Maria Cornejo was honored as a winner of the Smithsonian Cooper Hewitt National Design Awards in 2006 and has proudly been a member of the CFDA since 2003, joining their Sustainability Committee as a founding member in 2013. Zero + Maria Cornejo was one of three winners of the 2015-2017 CFDA + Lexus Fashion\* Initiative which accomplished measurable sustainability changes within the business.

The collection is available at more than 80 of the best stores worldwide, including Barneys New York, Bergdorf Goodman, Nordstrom and Harvey Nichols Hong Kong.

## A STRONG COMMITMENT TO RESPONSIBLE CREATION

Among the fabrics used to create the exhibited collection is the winner of the 2017 Fashion Smart Creation Prize at the last PV Awards. This particular award, presented for the first time this year, honors the most creative and responsible fabric among the collections presented at Première Vision Paris.

The prize-winning fabric is a double-face with a smooth, color-contrasting back in ECONYL® yarn from Aquafil S.P.A by Schoeller Textil AG. The special feature of this soft-shell lies in its complete sustainability: even the bio foam in the center is based on renewable raw materials. Water repellence is ensured by the new fluorocarbon-free ecorepel® Bio technology, also based on renewable raw materials. Outstanding wind and weather protection is provided by the two-layer Schoeller®-WB formula with a climate-regulating c\_change® membrane.

## COMMITMENT TO THE LOCAL ECONOMY

All the pieces are produced by David Wolfson and Associates, a 2015-16 grant recipient of the CFDA's Fashion Manufacturing Initiative (FMI) Grant Fund. David Wolfson and Associates will be present at the show alongside other local manufacturers in the CFDA's FMI space. This area, which will be held for the 3rd time, is part of the partnership between PV and the CFDA and represents Première Vision's commitment to supporting local manufacturing.

With Maria Cornejo's collaboration, Première Vision continues its strategy of promoting local creation in countries where the brand is present with a show. After representing the values of the show through advertising campaigns featuring fabric-passionate ambassadors Nellie Partow, Peter Trainor & Anne-Marie Maniego from Max'N Chester and David Hart, Première Vision has taken a new step forward in its ambassador program with the support of the CFDA. This collaboration has been in place for several months, giving birth to exceptional capsule collection.

*"I'm honored to be the PV Ambassador and, alongside the CFDA and Premiere Vision, push the future of responsible fashion forward. As part of our collective mission to draw attention to the areas of sustainability, innovation and local manufacturing in the industry, I look forward to showcasing our special capsule collection to demonstrate that sustainability doesn't have to be boring, that it can be forward thinking and exciting for the consumer. And, as a designer that starts the process with textiles, PV is an incredible resource and inspiration for myself and my design team."* says Maria Cornejo.

The next edition of Première Vision New York will welcome 277 exhibitors: trim producers, mills, design studios, and local and international fashion manufacturers.

## ABOUT THE CFDA'S FASHION MANUFACTURING INITIATIVE (FMI)

The Fashion Manufacturing Initiative (FMI) is a program of the Council of Fashion Designers of America (CFDA) in partnership with the New York City Economic Development Corporation (NYCEDC).

FMI was created to nurture, elevate, and preserve garment production in New York City, ultimately connecting fashion designers to local manufacturing. The program includes: FMI Grant Fund offering matching grants to facilities committed to improving their services through innovation and technology; Apparel Skills Training Courses to generate a stronger workforce; a New York City Production Directory on CFDA.com; and ongoing professional development sessions and collaborative industry events.

Along with the support from the NYCEDC, FMI is possible because of the initiative's generous premier underwriters including Andrew Rosen and Theory, The Coach Foundation and Ralph Lauren, as well as partners AAFA, CIT, DHL, Google, Première Vision, Rag & Bone, Rue La La and preferred vendors: Gerber, Lectra and Optitex.

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