

CLOUD OF FASHION  
**PREMIÈREVISION**  
NEW YORK

JANUARY 15-16 | 2019  
PIER 94



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## RAMON MARTIN, FROM TOME, WILL BE PREMIÈRE VISION NEW YORK'S NEXT BRAND AMBASSADOR

Première Vision and the Council of Fashion Designers of America (CFDA) are proud to name Ramon Martin, from TOME, the Brand Ambassador for the next Première Vision New York show, which will be held at Pier 94 on January 15 & 16, 2019.

TOME, an ethical New York based-brand, will present several outfits created exclusively for Première Vision New York, using textiles selected from Subalpino during the Première Vision Paris show last September. The designs will be produced locally in New York City. This collaboration gives emphasis to the two major themes that Première Vision has been developing in New York over the past editions: "Made in USA" and eco sustainability through the "Smart Creation" program.

### TOME: A YOUNG, ETHICAL FASHION BRAND

Ryan Lobo and Ramon Martin, cofounders and designers of TOME, met in 1998 while studying Fashion at the University of Technology Sydney. During several years, Martin worked for Alberta Ferretti, Jean Paul Gaultier Haute Couture Atelier, J. Mendel and Derek Lem, while Lobo worked as a designer buyer, stylist, journalist and brand consultant in Australia.

In 2011, they created TOME, an #EVERYWOMAN brand where purity is cornerstone. The collections are practical and straightforward – clean cut, essential dressing. Form follows function and every TOME piece is ethically produced, with a view toward inclusivity and diversity. An example of their commitment is the White Shirt Project, launched in 2014 in support of FREEDOM FOR ALL, a foundation based in NYC that fights human trafficking and modern-day slavery. Each season, an exclusive style is launched, of which 30% of the profits are donated to the foundation. All the shirts are ethically and ecologically manufactured in eco cotton poplin by female first factories.

TOME was a finalist in the prestigious CFDA/Vogue Fashion Fund in 2013 and has presented collections at NYFW: Women's since the beginning of that year. The brand was also involved in the inaugural CFDA + Lexus Fashion Initiative from 2015-2017, moving the needle on industry sustainability, and transforming the business into an environmentally and socially conscious vision.

## A GROWING COMMITMENT TO RESPONSIBLE CREATION AND THE LOCAL ECONOMY

With TOME's collaboration, Première Vision New York continues its strategy of promoting sustainable initiatives and local creation. The Première Vision Smart Creation is gaining momentum, with a great edition in Paris last September: over 30 exhibitors were showcased, and more than 800 visitors attended the talks over the 3-day show. Last July in New York, the Smart Creation received equally enthusiastic feedback, leading the area to grow for the next show in January, to accommodate Smart Talks around circular economy, the Smart Library with over 30 exhibited creations, and several sustainable outfits by world-renown designers. This collaboration with Ramin Martin and TOME, and the CFDA, is also an opportunity to highlight the American know-how in garment manufacturing. In January, for the 5<sup>th</sup> time, a special area will be dedicated to local manufacturers from New York and Los-Angeles to promote and strengthen the American Fashion in the global economy.

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### ABOUT PREMIÈRE VISION NEW YORK

Launched in 2000, Première Vision New York is THE event for North American fashion professionals. For 2 days, at Pier 94, North American professionals have the opportunity to meet some 300 exhibitors, selected from among the world's top weavers, leather producers, accessories companies, designs studios and manufacturers. Première Vision provides an exclusive fashion information through Seminars, to decrypt the season's trends and colours, an Inspirational Forum to see the exhibitors' latest creations and innovations, an exclusive Colour Range with the key seasonal information, and discussion Panels to find solutions to today's and tomorrow's fashion challenges.

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### ABOUT THE CFDA

The Council of Fashion Designers of America, Inc. (CFDA) is a not-for-profit trade association founded in 1962 with a membership of over 500 of America's foremost womenswear, menswear, jewelry, and accessory designers. In addition to hosting the annual CFDA Fashion Awards, the organization owns the Fashion Calendar and is the organizer of the Official New York Fashion Week Schedule. It also offers programs which support professional development and scholarships. Member support is provided through the Strategic Partnerships Group, a group of high-profile companies offering designers strategic opportunities. The CFDA Foundation, Inc. is a separate, not-for-profit organized to mobilize the membership to raise funds for charitable causes and engage in civic initiatives. For more information, please visit [www.CFDA.com](http://www.CFDA.com), [facebook.com/cfda](https://facebook.com/cfda), [instagram.com/cfda](https://instagram.com/cfda), [twitter.com/cfda](https://twitter.com/cfda), [cfda.tumblr.com](https://cfda.tumblr.com), and [youtube.com/cfdatv](https://youtube.com/cfdatv)

## NEXT SHOW: JANUARY 15 & 16

[www.premierevision-newyork.com](http://www.premierevision-newyork.com)



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