



CFDA x Rockefeller Center NYFW Ceremonial Ribbon Cutting

September 6, 2024

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When:

Friday, September 6, 2024 | 11:00 AM

Note: CFDA and the designers will be arriving between 11:15 and 11:45 a.m., coming from the “Fashion for our Future” get-out-the-vote march on Fifth Avenue. We have been told they will be onsite for mere minutes to attend the ribbon cutting and photo op. We recommend Rob arrive early by 11:00 AM and hold for the full hour, just in case.

Where:

South Esplanade – VIP Holding Area

The Channel Gardens, Top of the Rink – Ribbon Cutting Photo Op

Who:

- Thom [Tom] Browne, CFDA Chairman
- Steven Kolb, CFDA CEO
- Anna Wintour, Vogue/Condé Nast
- Offset, Rapper – CFDA Celebrity Ambassador
- Doechii [Doe-Chee], Singer and Rapper – CFDA Celebrity Ambassador
- Bad Gyal, Singer – CFDA Celebrity Ambassador
- Ev Bravado, Who Decides War Designer
- Tory Burch, Designer
- Téla D’Amore, Who Decides War Designer
- Wes Gordon, Designer

- Lazaro Hernandez, Proenza Schouler Designer
- Sergio Hudson, Designer
- Michael Kors, Designer
- Jack McCollough, Proenza Schouler Designer

Why: A ribbon cutting ceremony to mark the start of NYFW and CFDA's unprecedented streaming partnership with Rockefeller Center

Facts + Background

- The Council of Fashion Designers of America (CFDA) announced an unprecedented streaming partnership with Rockefeller Center to bring the American collections debuting at this September's New York Fashion Week (NYFW) to a free, public screen for the first time.
- A mixture of livestreams and recorded runway shows will be screened Friday, September 6 through Wednesday, September 11 exclusively at Rockefeller Center.
 - The partnership makes Rockefeller Center the only centralized hub—physical or digital—where the public will be able to view NYFW shows.
 - All screenings will be free and open to the public.
- Confirmed shows: Ralph Lauren, Michael Kors, Tory Burch, Tommy Hilfiger, Carolina Herrera, Coach, Khaite, Bach Mai, Proenza Schouler, Luar, Willy Chavarria and Ulla Johnson.
 - Supplemental programming: recent shows from Thom Browne, Rick Owens, Todd Snyder, KidSuper, and Amiri.
- In addition to the streamed shows, Rockefeller Center will also be a home for designer meet-and-greets and panels throughout NYFW.
 - Those interested can follow @RockefellerCenter on social media for the latest information.

9/6 Ribbon Cutting Run of Show

10:45 AM Media check-in begins on the South Esplanade

11:10 AM All media in attendance are put in place for the photo opportunity

TBD 11:15 AM– 11:45 AM * CFDA + ANNA WINTOUR + DESIGNERS ARRIVE**

00:00 RUBENSTEIN + CFDA REPS WILL INDICATE START TIME ON SITE

Ribbon cutting attendees gather on the west end of the Channel Gardens, near the entrance to The Rink

00:02 Brief remarks by Rob Speyer, Tishman Speyer

00:05 Ceremonial ribbon is put into place, scissors handed out

00:06 Ribbon cutting takes place

*CFDA Chairman Thom Browne
CFDA CEO Steven Kolb
Rob Speyer*

00:07 Additional photo opportunities

Shot List #1 - Ribbon Cutting
*CFDA Chairman Thom Browne
CFDA CEO Steven Kolb
Anna Wintour
Rob Speyer*

Shot List #2
*CFDA Chairman Thom Browne
CFDA CEO Steven Kolb
Anna Wintour
Rob Speyer
CFDA Celebrity Ambassador Offset
CFDA Celebrity Ambassador Doechii
CFDA Celebrity Ambassador Bad Gyal*

Shot List #3
Invite all NYFW participating designers in attendance to join the photo

00:15 Event concludes, participants are free to disperse

Notable Attendee Face Sheet



Thom [Tom] Browne

Council of Fashion Designers of America (CFDA)

Thom Browne is an American fashion designer and the founder of his namesake luxury brand. Browne became the chairman of CFDA in 2023, succeeding Tom Ford.



Steven Kolb

Council of Fashion Designers of America (CFDA)

Steven Kolb is the CEO of the Council of Fashion Designers of America, where he oversees all operations and activities for the American fashion industry's renowned group of more than 450 American fashion women's wear, menswear, jewelry and accessory designers.



Anna Wintour

Vogue / Condé Nast

Anna Wintour is the editor-in-chief of *Vogue*, a position she has held since 1988. She is also the current global chief content officer of Condé Nast, a position she has held since 2020. Additionally, Wintour serves as lead chairperson of the annual haute couture Met Gala.



Bad Gyal

Singer

Serving as CFDA celebrity ambassador to promote New York Fashion Week, Bad Gyal is a Spanish singer, songwriter, DJ, and model.



Offset

American Rapper

Serving as CFDA celebrity ambassador to promote New York Fashion Week, Offset is a multi-platinum rapper and artist.



Doechii [Doe-Chee]

American Rapper and Singer

Doechii rose to prominence after releasing her debut EP, *Oh the Places You'll Go* and the viral success of her 2021 song "Yucky Blucky Fruitcake." She is serving as the CFDA celebrity ambassador to promote New York Fashion Week.



Ev Bravado

Who Decides War

Everard Best (also known as Ev Bravado) is a co-designer for Who Decides War. Recognized for new signature denim silhouettes, Who Decides War hones in on carefully crafted pieces, expert garment distressing, and multi-phase hand-dyeing, all with meticulous attention to detail.



Tory Burch

Tory Burch

Tory Burch is an American fashion designer, businesswoman, and philanthropist. She is the executive chairman and chief creative officer of her own brand, Tory Burch LLC.



Téla D'Amore

Who Decides War

Téla D'Amore is a co-designer for Who Decides War. Recognized for new signature denim silhouettes, Who Decides War hones in on carefully crafted pieces, expert garment distressing, and multi-phase hand-dyeing, all with meticulous attention to detail.



Wes Gordon

Wes Gordon

Wes Gordon is the creator of his self-named line of women's wear stocked by Saks Fifth Avenue and Bergdorf Goodman. He's also the current creative director for Carolina Herrera, a position he has held since 2018.



Lazaro Hernandez

Proenza Schouler

Lazaro Hernandez is a co-founder of Proenza Schouler, a New York based womenswear and accessories brand founded in 2002. Proenza Schouler is defined by its fusion of craftsmanship and attention to detail with a sense of refined ease.



Sergio Hudson

Sergio Hudson

Sergio Hudson is the founder and designer behind his eponymous label. He is best known for dressing Vice President Kamala Harris and Michelle Obama during the 2021 US presidential inauguration proceeding.



Michael Kors

Michael Kors

Michael Kors is an American fashion designer and the chief creative officer of his brand, Michael Kors, which sells men's and women's ready-to-wear, accessories, watches, jewelry, footwear, and fragrance.



Jack McCollough

Proenza Schouler

Jack McCollough is a co-founder of Proenza Schouler, a New York based womenswear and accessories brand founded in 2002. Proenza Schouler is defined by its fusion of craftsmanship and attention to detail with a sense of refined ease.

Rob Speyer Remarks

- Hello! Welcome to Rockefeller Center!
- Today, with the Council of Fashion Designers of America and their collaborators, we launch New York Fashion Week.
- Before we cut this ribbon, I want to thank CFDA Chairman TOM Browne and CEO Steven Kolb, Anna Wintour and these incredible designers for bringing New York Fashion Week to Rockefeller Center.
- We are thrilled to have you here.
- Please join me in welcoming New York Fashion Week 2024!