



# In Economic Turmoil and Uncertainty, the Promise of an Education is Inspirational...

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Economic Turmoil and Uncertainty, the Promise of an Education is Inspirational and Life-Changing for Four (4) Deserving and Gifted Fashion Students to Receive \$100,000 in 2009

Fashion Scholarship Fund to announce the scholarship winners live on January 7th at Geoffrey Beene National Scholarship Award Dinner in NY

Mindy Grossman, Zac Posen, and Les Steiger to be honored. Tim Gunn to host.

Iman, Barry Diller, Patricia Field, William Lauder, Terry Lundgren, Mary Alice Stephenson, Robert Hansen, and Ronny Wurtzburger to attend

NEW YORK, Jan. 5 /PRNewswire-USNewswire/ -- The Fashion Scholarship Fund has selected the eight Finalists for its Geoffrey Beene National Scholarship Award and will announce the four Winners live at the 2009 FSF Geoffrey Beene Fashion Scholarship Dinner on January 7th at the New York Marriott Marquis Hotel. Each winner will receive a \$25,000 scholarship award.

The 8 finalists are presenting their Case Studies to FSF's Board of Governors in New York on January 5th and 6th and the 4 winners will be announced live on January 7th before hundreds of the industry's top professionals and advocates at the Geoffrey Beene Fashion Scholarship Dinner.

Hundreds of college students from around the country applied for the Geoffrey Beene National Scholarship Award, which is considered the premier scholarship for students interested in fashion.

FSF is awarding an additional \$400,000 throughout the year to 80 students to further its commitment to cultivating exceptional students interested in fashion into the next generation of the industry's leaders. FSF has invited all eighty fashion scholars and 8 Finalists to attend the January 7th Dinner, with each being hosted by different FSF corporate sponsors.

Following the Awards presentation, FSF will honor Mindy Grossman (CEO, HSN, Inc.), Zac Posen (Fashion Designer), and Les Steiger (SVP GMM Men's, Macy's Central) for their outstanding contributions to the fashion industry. Iman (CEO, IMAN Cosmetics and IMAN Global Chic), Patricia Field (Award Winning Costume Designer and Stylist), and Ronny Wurtzburger (President, Peerless

Clothing) will present the awards respectively. Tim Gunn (Star of Bravo's "Tim Gunn's Guide to Style," mentor on "Project Runway" and CCO at Liz Claiborne Inc.) will host event.

Invited guests include Eva Mendes, David Bowie, Jessica Alba, John Hamm, Sean Avery, Amy Sacco, Susan Posen, Mazdack Rassi, Linda Evangelista, Alex Gonzalez, and Raul Martinez.

Corporate sponsors include Polo Ralph Lauren, Kenneth Cole, Tommy Hilfiger, Phillips-Van Heusen, Estee Lauder, IAC, Levi's, Perry Ellis, Lacoste, Rocawear, Warnaco, Guess, Vanity Fair Corp., Converse, HSN, and Macy's.

#### ABOUT FSF

The FASHION SCHOLARSHIP FUND is a national non-profit association consisting of influential members of the fashion community, dedicated to promoting education of the fashion arts and business by granting scholarships to talented students and facilitating internships, mentorships, and career programs.

Since its inception in 1971, the Fashion Scholarship Fund has awarded over \$6 million in scholarships to more than 700 students nationwide. It considers these scholarship grants as a very worthwhile investment in the future of the fashion industry as a means to encourage gifted and enterprising young people to pursue careers in design, merchandising, retailing and business so the industry will continue to attract dedicated, capable, and creative individuals. It awards over eighty \$5,000 scholarships annually to students hand-picked from the 28 participating schools in addition to the four \$25,000 Geoffrey Beene National Scholarship Awards.

#### ABOUT GEOFFREY BEENE NATIONAL SCHOLARSHIP AWARD

This year's case study was particularly timely and relevant, demanding a keen focus on innovation and creativity. As the future pioneers of the "organic" generation, the students' mission was to develop a line of product for men, women, or kids for the department store or mass market with an emphasis on "organic" and "sustainable" casual sportswear. The challenge included selecting the right assortment, in the right color palettes, in the right silhouettes, at the right price points, and with the right marketing campaign as well as utilizing a global perspective in the way product was sourced overseas and how sustainability within the supply chain would be maximized.

#### THE 8 GEOFFREY BEENE NATIONAL SCHOLARSHIP AWARD FINALISTS

Cinque Saunders Cerra; FASHION INSTITUTE OF TECHNOLOGY Major in Fashion Design, concentration on Menswear

Herber Sanchez: CORNELL UNIVERSITY  
Major in Fiber Science and Apparel, concentration in Menswear

Jessica Steele: PHILADELPHIA UNIVERSITY  
Major in Fashion Design

Christine Wu: PARSONS, THE NEW SCHOOL FOR DESIGN Major in Fashion Design -

Menswear

Kenny McCollough: UNIVERSITY NORTH CAROLINA - GREENSBORO Major in Consumer Apparel and Retail Studies

Emma Frame: SAVANNAH COLLEGE OF ART AND DESIGN Major in Fashion Design

Danielle Sponder: IOWA STATE UNIVERSITY  
Major in Apparel Merchandising

Jeremiah Avila: WASHINGTON UNIVERSITY IN ST. LOUIS  
Major in Fashion Design

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