

2nd Annual CFDA/Lexus Eco-Fashion Challenge Winners Announced

September 13, 2011

NEW YORK (Sept. 13, 2011) — The Council of Fashion Designers of America (CFDA), a non-profit trade association, and Lexus once again challenged emerging designers to develop proposals for a sustainable clothing or accessory line with the environment in mind. At an event at MILK Studios last night in New York, attended by many well-known designers and fashion insiders interested in supporting emerging and eco-friendly designers, the winners of the CFDA/Lexus Eco-Fashion Challenge were revealed. The three winners of this year's challenge are: Marcia Patmos from New York, NY; John Bartlett from New York, NY; and Johnson Hartig from Los Angeles, Calif.

All submitted proposals for a clothing or accessory line that demonstrated a commitment to ecologically responsible design. The contest required that a minimum of 25 percent of the collection be produced in an environmentally-friendly manner. Many of the proposals included components such as recycled plastic, reclaimed wood, minimal packaging and non-chemically treated fabrics.

“Lexus partnered with the CFDA to create the Eco-Fashion Challenge as a platform to encourage and support sustainable lifestyles,” stated Brian Smith, vice president of marketing for Lexus. “It’s an opportunity to celebrate designers that share Lexus’ commitment to providing sustainable products without sacrificing style or luxury. We’re looking forward to February’s Fashion Week to see the winners’ work on the runway.”

“There is a movement within the fashion industry to create more sustainable and environmentally friendly clothing lines and accessories,” said Steven Kolb, CFDA executive director. “This competition allows us to highlight emerging designers and their creative approaches to sustainability and in some ways become thought-leaders in the industry.”

The winners will each receive \$25,000 to bring their collection to life and produce a fashion show during the February 2012 Fashion Week in New York. The proposals were selected by a panel of judges from the CFDA, Loomstate, *Marie Claire* and Parsons School of Design and were based on design credibility, business acumen and eco-commitment, with attention focused on eco-fabrics, materials, processes and packaging.