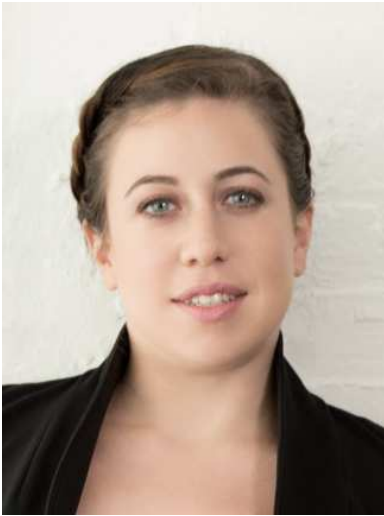


NYC Fashion Fellows

Sarah Adelson (Sally LaPointe)



Sarah Adelson is the C.E.O of Sally LaPointe and is responsible for all business operations. Sarah graduated from Rhode Island School of Design in 2006 with a B.F.A in Apparel Design. After having gained practical experience while working as an Assistant Designer for childrenswear companies, she co-founded Sally LaPointe with fellows RISD alumni and Creative Director in 2008. As C.E.O and President of a women's designer ready-to-wear company that is in the process of expanding, Sarah feels the NYC Fashion Fellows program is an incredible opportunity and is excited to further her knowledge as well as receive practical and constructive advice from other professionals. She believes that having a Mentor is an important factor in the decision-making processes of growing a company and provides the opportunity to share ideas and learn directly from their experiences.

Jon Alagem (Trendabl)



Jon Alagem is a Co-founder and CEO of Trendabl. Jon is in charge of executing the vision of Trendabl as well as managing all product, design, personnel and talent. Prior to co-founding Trendabl, Jon had extensive experience in finance working at Avenue Capital Group, Bear Stearns and GE Consumer Finance. In addition to working in finance, he also has an extensive entrepreneurial background and passion for technology and commerce. Jon received his BA in Sociology from the University of Pennsylvania and his MBA in Entrepreneurship and Finance from the NYU Stern School of Business. Jon applied to the NYC Fashion Fellows program because he strongly believes in the vision behind bringing NYC fashion community together. The fashion world is quite vast and therefore bringing together people from different sectors while introducing them to more experienced Mentors to work with is bound to bring new ideas and innovation to the fashion world, starting with the hub of it all, NYC.

Jessica Begley (Bloomingdales)



Jessica Begley is the Manager of College Relations at Bloomingdale's focusing on recruitment for the Bloomingdale's Buying Executive Development Program and Internship Program as well as fostering positive relationships with colleges and universities across the country. Previously, Jessica held roles in storeline management at Bloomingdale's and Victoria's Secret. Jessica received her undergraduate education at James Madison University before attending Columbia University to receive her

Master's degree in Organizational Psychology. She is extremely excited to participate in the inaugural class of NYC Fashion Fellows. Jessica believes that people are the core to any organization and industry and applied to be a Fashion Fellow in order to be exposed to the best individuals New York City has to offer in fashion and retail.

Yvonne Botchey (YYB Luxury Brand)



Yvonne Botchey, Principal and Founder of YYB Luxury Brand Consulting, is a marketing and branding natural. She recently completed a branding and marketing project for Canadian luxury menswear brand, Samuelsohn, to increase brand awareness and translate the evolved nature of the brand to a new class of consumer. She has previously lent her skills and talent as Brand Manager to London-based brand, Eki Orleans, and as Assistant Product Manager for Paris-based brands, Chloé and See by Chloé. Holding a MBA in International Luxury Brand Management from ESSEC Business School in Paris, France, a law degree from Harvard Law School and a Bachelor of Arts degree from McGill University, Yvonne is able to utilize her dedication to excellence, her passion

and her will to succeed to produce world-class results for her clientele. Indeed, after a career in corporate law, Yvonne has smoothly made the transition from the world of mergers and acquisitions to the world of luxury and aspiration. She is deeply in love with New York City and could not imagine a better place in the world to grow, to work, to live and to love. Yvonne applied to become a NYC Fashion Fellow because of her commitment to New York City and her commitment to succeeding in the New York luxury fashion industry. Furthermore, Yvonne is certain that the NYC Fashion Fellows program will provide her with the tools and sage advice from industry veterans to allow for continued success in her newfound career.

Annie Chen (Coach)



Annie Chen is a Senior Manager in Global Merchandising for Handbags at Coach. She is currently working on Legacy, a collection which launched this past summer and is inspired by timeless styles in Coach archives. Prior to joining Coach's Global Merchandising team, Annie was a member of Coach's Strategy group, where she was responsible for driving consumer insights through market research and developing growth strategies across categories and markets. Prior to Coach, Annie earned her MBA at The Wharton School at The University of Pennsylvania, where she double majored in Marketing and Finance. Aside from academics, Annie also dedicated herself to extracurricular activities such as The Wharton Charity Fashion Show and The Wharton Graduate Retail Club. Annie is also a proud alum of the University of California, Berkeley. In the years leading up to her MBA, Annie worked in Los Angeles at Guess, Inc. in the Retail Buying and Planning team. She also spent three years working in both the Los Angeles and

Stockholm offices of Bain & Company, a top Management Consulting firm. Annie is most excited to be a part of NYC Fashion Fellows so she can meet some of her lifelong role models and befriend other passionate and likeminded professionals.

Jenel Chesley (Tucker by Gaby Basora)



Jenel Chesley is Director of Operations for Tucker by Gaby Basora in New York City where she manages all aspects of the retail, press and operations. She began her career working as Assistant Manager for the then very young fashion accessories label Kate Spade New York. She was quickly recruited to the corporate office by Kate and her husband Andy Spade, CEO and Creative Director. Jenel worked intimately with the Spades in all aspects of their business including financial management, public relations, fashion week, show room management and design, creative team management, and all aspects of office operations. Over the course of her 10-year tenure at Kate Spade, Jenel helped to establish corporate standards for operations and launch retail stores around the world. Jenel attended New York University where she studied Art History. She has also spent significant time between New York and Los Angeles managing the architectural endeavors of esteemed preservationist

Michael LaFetra. Her projects have included homes designed by architects such as John Lautner, Paul Williams, R.M. Schindler and Paul Rudolph. Jenel's unique experience has offered her an intimate understanding the fashion industry as well as a priceless education in design and contemporary art which she now brings to Tucker. Jenel is honored to be part of this stellar group and looks forward to learning from her peers and industry icons involved in the program.

Hillary France (Kimberly Ovitz)



Hillary France is Vice President of Kimberly Ovitz. Hillary leads all aspects of the Kimberly Ovitz business, including sales, marketing and operations. For Kimberly Ovitz, Hillary has launched marketing and public relations initiatives, re-launched KimberlyOvitz.com on a new platform with new selling features, executed the sales strategy and is responsible for financial management of the company. Hillary also works very closely with Kimberly and the design team on development and merchandising strategy. In the past, Hillary launched the Rachel Zoe Collection RTW and Accessories, and for DVF launched handbags, and maintained their swimwear and soft accessories businesses. Hillary was a double major in Art History and Studio Arts from Duke University, and was All-American on the #1

ranked Duke University tennis team. Hillary applied for the NYC Fashion Fellows to learn more about the industry that she loves. She is excited that through the program she will engage in many thought provoking discussions, gain insight on new perspectives from other Fellows, as well as speaking and listening to Mentors and advisors that have built and sustained the NYC Fashion Industry.

Melissa Hall (The Emerging Designer)



Melissa Hall is the Founder of The Emerging Designer, a network that provides resources, news, tips and exposure to up-and-coming fashion talent. She is also a Marketing Instructor at FIT teaching in the School of Continuing and Professional Studies. She has been a part of several university initiatives such as Design Entrepreneurs NYC, a mini-MBA program for New York-based designers and has taught in their ESL Summer Intensive program. Melissa's other accomplishments include producing major events like the Independent Handbag Designer Awards and Social Media Week in New York and Chicago for multiple seasons. Melissa holds a Bachelor's of Science in Advertising from the University of Illinois at Urbana-Champaign. A native of Chicago, she worked at Draftfcb

and Leo Burnett in account management before moving to NYC to start her career in fashion. Earning her second degree at Parsons The New School of Design, studying Fashion Design, she has been able to fuse her design and marketing background to take on every opportunity that New York has to offer. She believes that the New York City Fashion Fellows initiative is an outstanding opportunity for talent to help actualize their goals and impact their network. She applied because she felt that this opportunity could only help broaden her knowledge and put her in the company of peers and leaders that are committed to growing the fashion industry.

Alison Jonas (Li & Fung)



Alison Jonas is a Strategy Associate at LF Beauty, a division of Li & Fung, where she has worked on a variety of corporate strategy initiatives and acquisition-related analyses. She has previously held positions at LF USA, Goldman, Sachs & Co. and Analysis Group in New York. Alison holds a B.A., summa cum laude, from Princeton University and an M.B.A. from the Wharton School of the University of Pennsylvania. As a native New Yorker, Alison is passionate about promoting the growth of the city's fashion industry and is eager to support and advance Mayor Bloomberg's Fashion.NYC.2020 plan through her participation in the NYC Fashion Fellows program.

Tracy Kennard (Lauren Moffatt)



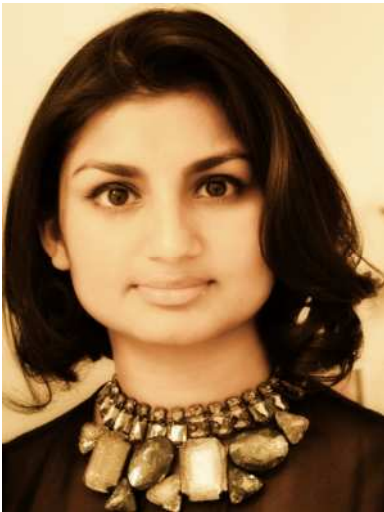
Tracy Kennard is the Vice President of Sales & Marketing at Lauren Moffatt where she manages global sales and marketing efforts for the CFDA designer. Prior to Lauren Moffatt, she held posts as Vice President of Sales for lifestyle brand Hurley Swimwear, Vice President of Sales for contemporary brand Ella Moss Isla, and Key Accounts Manager at surf/lifestyle brand Roxy/Quiksilver. During the off-hours she can be found dreaming, reading and writing about food. Tracy has a BA from Hampshire College. She is honored to be a 2013 Fashion Fellow and is excited to participate in a program geared towards not only advancing individuals and their companies, but towards strengthening the fashion industry, at large.

Alice Kim (Diane von Furstenberg)



Alice Kim is Director of Asia Pacific Retail & Wholesale at Diane von Furstenberg (DVF). She is responsible for managing overall business for 41 retail stores and wholesale accounts including expansion plans, pricing strategy, globally integrating online channels, etc. Before DVF, Alice worked as a Sales Manager, Halston a Buyer, Prada USA, an Assistant/Associate Buyer, Victoria's Secret Direct and an Investment Banking Analyst, Bear Stearns. She graduated from Dartmouth College with BA in Economics and Japanese. Alice applied to be a NYC Fashion Fellow because of her love of fashion and interest in gaining knowledge on all aspects of the fashion industry including operations of different departments and companies, successes and failures. She believes this program is a great facet to learn and share experiences with others who have similar interests while also learning how to give back to the community.

Priyanka Sen Kundu (Coach)



Priyanka Sen Kundu is a Product Development Manager at Coach. She manages development and commercialization of Handbags representing around 15% of the business. She also serves on the Board of The New School Alumni Association representing Parsons The New School for Design. Priyanka has worked for companies like Prada, American Eagle Outfitters and Raymonds in Marketing, Production and Design roles. In 2011, she received the Coach Excellence Award and in the following year served as a jury member of the award committee. She was a panel member at New York City Fashion Campus 2011 and went on to be a lead speaker in the following year's event where she addressed New York City interns from diverse disciplines including fashion, finance and business. She is also an avid volunteer supporting social causes like Free Arts NYC, Festival of Peace, NYC °CoolRoofs and Governors Island Alliance in New York City. Priyanka learned her Fashion Marketing degree from Parsons The New School of Design in 2007. She completed her

undergraduate degree in Fashion Design from the National Institute of Fashion Technology in India, before moving to New York City in 2006. She also holds an MBA. She has been trained on denim finishes and washes at Jeanologia, Spain. Priyanka sees NYC Fashion Fellows as a catalyst to help grow her career in the fashion industry. She looks forward to meet fellow industry professionals and be mentored by industry leaders.

Amy Levin (College Fashionista)



Amy Levin is the Founder and Creative Director of Collegefashionista.com. A fashion lover from the start, Amy studied merchandising and business marketing at the Indiana University. Amy first became aware of the growing importance of street style during a semester abroad in London and was instantly inspired by the phenomenon of unique (and increasingly accessible) fashion influencers. Back on campus, Amy launched IU Fashionista and interest in the site quickly spread to other campuses, propelling her part-time hobby into a full-time career. For Amy, Collegefashionista is “the place where people can see real fashion and they can imitate and make it work for their body and their personal budget.” As a young fashion entrepreneur, there isn't a city with more opportunity than NYC to reside in. NYC Fashion Fellows is the ultimate outlet for her to continue to grow her presence in the industry and collaborate with other passionate individuals who share the same goals and drive towards success. Amy feels honored to have been selected as a part of the 2013 class.

Lea Macdonald (Alice + Olivia)



Leah Macdonald is the Senior Manager of E-Commerce at Alice + Olivia where she focuses on the website strategy, analytics and operations for alicelandolivia.com. Before starting at Alice + Olivia, Leah worked at Gucci and was in the Gucci Heritage Program, a post-MBA leadership training program. Leah supported the global head of digital at Gucci where she worked on mobile commerce initiatives, multi-channel strategy and digital marketing. She received her MBA from the University of Chicago Booth School of Business, with concentrations in Strategic Management and Entrepreneurship. During her MBA studies, she interned at Gilt Groupe in Women's Category Management where she completed competitor benchmarking, pricing analysis and site usability projects for the General Manager of the Women's division. Before attending Chicago Booth, Leah worked in the Foreign Exchange and European Equities

divisions of Citigroup Global Markets. She received her Bachelor of Arts from Georgetown University with a major in Government and minors in Art History and Spanish. Leah applied to the Fashion Fellows program with hopes of developing her professional network as well as to learn from the career paths of her peers. She looks forward to learning from her Mentor about international business development, marketing and merchandising.

Kate Nadolny (Lacoste)



Kate Nadolny, an Account Manager for Lacoste, is responsible for managing the Lacoste brand within the wholesale channel for Macy's, macys.com and Belk department store across all product divisions, and for managing a regional sales team aligned with the My Macys strategy. Before holding this role, Kate was an Account Executive/Planner with Nautica across several product divisions and an Investment Banker with Lehman Brothers. Kate was Cornell University Class of 2006 Co-President, graduating with a degree in Applied Economics and Management. She recently held the title of Cornell Young Alumni Chair as an active member of the alumni association. Kate is excited to be part of Fashion Fellows to participate in the

mentoring program and attend education events to help further her goals as a manager in the retail industry.

Stacey Nathan (Tiffany and Co.)



Stacey Nathan is Manager of Japan Merchandising at Tiffany & Co., and is approaching five years with this company. Stacey oversees all activities associated with the replenishment of inventory to Tiffany retail stores in the Japanese market, ensuring healthy inventory levels to maximize sales. Serving as a crucial liaison between distribution, central merchandising and the Japan regional team, Stacey's team is responsible for tracking trends, marketing activities, region specific holidays, new product launches and merchandising initiatives to ensure the right inventory is in the right place at the right time. Stacey started her career in finance at Goldman Sachs and prior to joining Tiffany & Co. worked at Ralph Lauren as a Business Analyst in the Lauren Dress Division. Stacey has a bachelor's degree in finance and international studies from the University of Connecticut and a Master's in global fashion management she earned from the Fashion Institute of Technology in 2012. Stacey loves to travel and is a typical

New Yorker always on the move. She is a certified spin instructor and recently found a new passion for skiing, although her coordination is much better on a stationary bike. Stacey is deeply honored to compliment her budding career at Tiffany & Co. with the opportunity to serve as a Fashion Fellow, enabling her to advance her knowledge of the fashion industry and the global world we do business in.

Guilford Robinson (PVH Corporation)



Guilford Robinson is a Vice President of Finance and Operations at PVH Corporation and currently serves as a strategic business partner to the presidents of IZOD and Van Heusen. In this capacity, he oversees the finance and budgeting functions of each brand, and shares responsibility for managing their retail operations, implementing the brands' long term strategic plans and identifying additional growth opportunities. Prior to joining PVH, Guilford was in Bank of America Merrill Lynch's investment banking group and specialized in advising multi-billion dollar companies to realize their capital raising and strategic goals. Before investment banking, Guilford served as a Lieutenant in the United States Navy, where he managed the budget and supply operations for an Admiral's flagship and two aircraft carriers. He also voluntarily deployed to the Middle East immediately after the 9/11 terrorist attacks and served during Operation Enduring Freedom. Guilford is a graduate of the United States Naval Academy and earned an MBA from the UCLA Anderson School of Management. The NYC Fashion Fellows program is of great interest to Guilford because it provides a unique and incredible

opportunity to learn from the most knowledgeable, committed and experienced leaders in the industry, build relationships these leaders, and his peers from other organizations, and further new industry ideas and, hopefully, initiatives that will sustain New York City's leading position as the global fashion capital.

Kapil Sehgal (Ralph Lauren)



Kapil Sehgal is an Associate Planner for Ralph Lauren's men's division. He is responsible for developing annual financial plans utilizing historical performance, current trend analysis, and market research, while managing in-season business through development and execution of strategies to drive sales and manage inventory. He leads cross-functional teams in weekly and monthly business reviews. Kapil has Sales and Merchandising experience at fast-growing fashion brands, including Thom Browne and Reformation, in addition to extensive knowledge and understanding of the luxury goods market through experience at a private equity firm focused on strategic luxury retail investments. Kapil has his Bachelor of Arts with a major in Economics from Washington University in St. Louis. His hobbies include menswear, photography, international travel and fitness. Kapil applied to be a NYC Fashion Fellow because of his deep passion for design and product, creativity and the power of a great retail experience. He hopes to become a multi-faceted merchant that not only understands product, but all aspects of the business from

branding to marketing to operations to sales. He believes that being an NYC Fashion Fellow will allow him to further hone his skills, build confidence, think creatively, and become a better leader and problem-solver. He is also eager to meet like-minded peers who are equally passionate, hard working and determined to succeed in the fashion industry. Lastly, he looks forward to learning how to better serve NYC, which contributes enormously to the fashion industry, as well as society at large.

Vivian Weng (McKinsey & Co.)



Vivian Weng is a Consultant at McKinsey & Co., where she serves retail clients, with focus in digital and corporate finance issues. She is also an independent advisor to Holmes & Yang, a New York-based designer clothing line. Prior to McKinsey, Vivian was the founder of FashionStake – an online marketplace for independent fashion designers – which was acquired by Fab.com in early 2012. Vivian completed her MBA at Harvard Business School. On why she applied to be a Fashion Fellow, Vivian says she is passionate about the fashion industry and is particularly dedicated to shaping how the industry will grow and change within the New York City ecosystem. She is excited and grateful for the mentorship of some of the community's best business leaders and thinkers.

Travis Wright (Warnaco/Calvin Klein Jeans)



Travis Wright is the Global Merchandising Manager for men's knits at Calvin Klein Jeans. His studies include a BA in Business Economics at the University of California, Santa Barbara and a masters in International Management at EADA in Barcelona, Spain. Prior to his current role, Travis held roles as a Buyer for Mango in Barcelona, Spain, and Brooklyn Industries in New York. Travis applied for the NYC Fashion Fellow program in order to make new industry connections and establish a relationship with a Mentor. He looks forward to sharing his knowledge and learning from the program.