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#### **Q&A WITH NEIL ALBERT**

PRESIDENT & CEO, DOWNTOWNDC BID

by Essence Smith



#### Q: WHAT ARE YOUR THOUGHTS ON THE DISTRICT OF FASHION?

The District of Fashion has become the premier runway event in the District of Columbia. The event and concept have only been around for a year, but its popularity has grown exponentially during that time. The popularity is not just recognized by the attendees, but the fashion industry in the DC area has been paying attention. District of Fashion is a prime opportunity to showcase hidden talent in DC, as well as the creative people in DC—from designers to buyers to models. District of Fashion is providing a vehicle to showcase opportunity.

#### Q: WHAT MAKES THE TIMING RIGHT FOR THE DISTRICT OF FASHION?

DC has always fancied itself of being capable of growing its fashion industry and DC Government has supported the growth of the fashion industry, but this event has been able to put the efforts of the DC government on the map. District of Fashion has also been able to showcase opportunities for employment and provide a setting for models to show their talent, as well as display government support and investment in this creative industry.

## Q: HOW DO YOU FEEL ABOUT THE SUCCESS OF THE DISTRICT OF FASHION RUNWAY SHOW THUS FAR?

District of Fashion has been a huge success. From its initial launch and show in September 2018 which had around 400 attendees, to its most recent event at the National Museum of Women in the Arts, which had over 600 attendees, and the September 2019 event, where over 1,100 people asked to be put on the list, it shows the growth of the event and the popularity of the event. It, of course, displays how hard [Creative Directors] Remi and Roquois have worked, as well as their partners—the DC government, OCTFME, 202Creates and the Mayor's Commission on Fashion Arts & Events.

#### Q: WHAT ABOUT THE FUTURE OF FASHION IN DC? WHERE DO YOU THINK WE ARE HEADED?

I think District of Fashion has catalyzed the fashion industry in DC and the future is bright. In the region, the country, and hopefully around the world, people will see DC as a fashion capital, much like Paris and Milan. Hopefully, we'll begin to see the inclusion and participation of higher profile designers and models in the DC fashion scene.



# BEHIND THE DISTRICT OF **FASHION**







**ROQUOIS CREATIVE DIRECTOR** 



**EVA STYLES** HAIR & MAKEUP DIRECTOR

Demi is a seasoned event specialist with Respertise in creative programming including unique neighborhood and citywide events such as concerts, film screenings and galas. In addition to District of Fashion, Remi launched the Bike and Bloom DC Metro area marketing campaign at the National Cherry Blossom Festival and led the recruitment and retention of the festival's external programs. Remi has built a full slate of events programming and a partnership pipeline from the ground up for the DowntownDC BID. She was integral in cultivating the partnership for the in Washington, DC such as the National Park 

noquois has been a high fashion event director and producer for over 10 years, having secured her first major high-fashion event contract at the age of 22. Roquois has produced a plethora of fashion industry events in Florida and DC. In addition to producing events, Roquois has developed and trained models for both print and runway. Models developed by Roquois have been signed to major agencies such as BMG, Wilhelmina, RED NYC, Major Milan, Ford Models and more. Some have also been featured in Elle magazine, national and BID's international public art installation, Fancy international campaigns such as Tiffany & Co and such as Ashanti, NeNe Leakes, Holly Robinson Animal Carnival. Remi has active relationships Forever21, and walked runways in NYC, London, Pete, Stacey Ike, Lisa Price of Carol's Daughter, with over 200 cultural and city organizations China, Paris and Tokyo. Roquois also works in the music industry as a recording artist and writer for Service, the Department of Parks and Recreation, industry professionals affiliated with Sony, Def

real va is a growing force in the beauty industry **L**as a Master Stylist and Beauty Expert. Her passion, skill and eye for beauty can only be seen as a natural talent that has helped form Eva Styles. Eva has worked with some of the best individuals and organizations in the industry. Eva's experience, expertise and talent in both hair and makeup has made her a sought after stylist nationwide. Eva has worked with brands such as Amika as their Regional Educator, Mercedes Benz Fashion Week, HSN, The TODAY Show. Deal or No Deal. Essence Fest and celebrities Iris Apfel, Traci Ellis Ross, LL Cool J, Larenz Tate, Shaquille O'Neal, Dee-1, Keith David, Major and more! Eva has also worked on various TV, film and stage productions nationwide.



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Paul Wharton is a television personality, author, producer, beauty and lifestyle expert and pop culture enthusiast. Paul can be seen weekly as the Lifestyle & Fashion Contributor on local and nationally-syndicated talk shows and hosting his web series "Paul Wharton Style" and his podcast "Paulitics."

As an entrepreneur, Paul's brands include: Paul Wharton Beauty, a line of medical grade skin care products that focuses on anti-aging; Paul Wharton Hair, Paul's hair care product line that embodies his philosophy on growing healthy, youthful looking hair; Paul Wharton Home, a line of organic apricot and coconut wax candles, natural room sprays and home accessories. Paul also has a personal fragrance, fine jewelry and books.

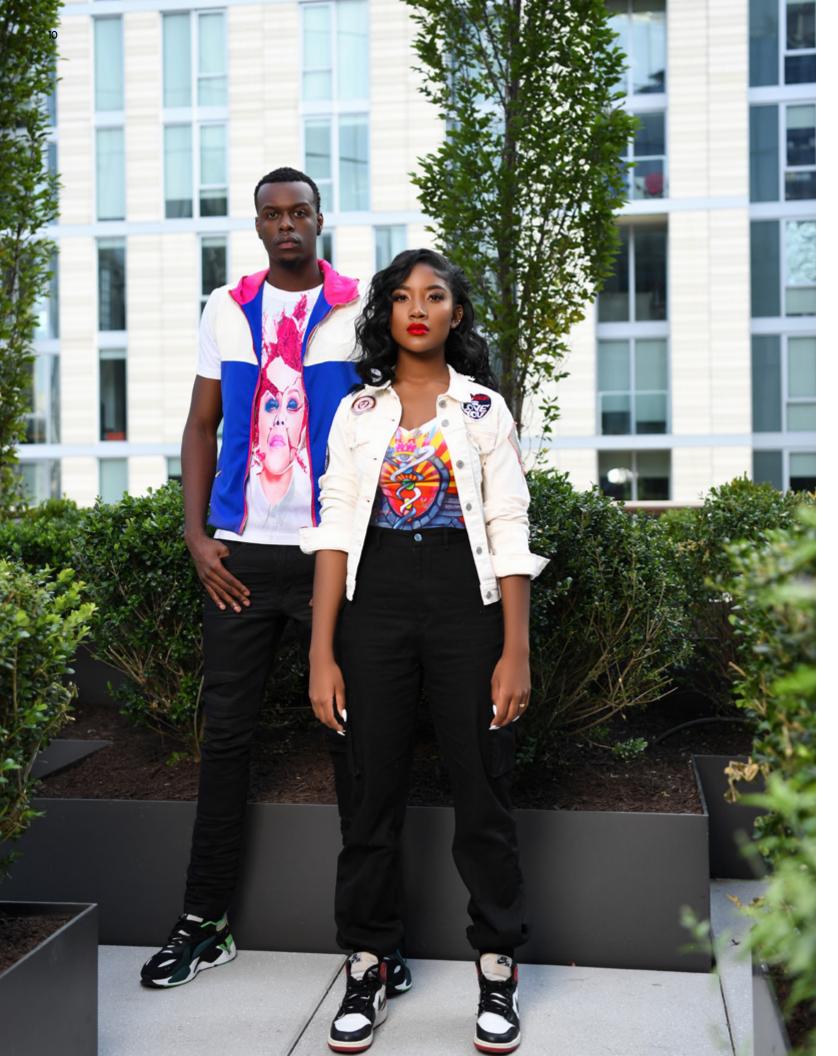
Earlier in his career, Paul was tapped as the original on-air model coach on the Emmy awardwinning MTV series "MADE." After "MADE," Paul became a makeover guru on "The Ricki Lake Show," and was featured as the energetic and insightful model coach on VH1's "The Agency." The following year, Paul went on to share his model-making expertise on TV Land's "She's Got the Look." After years of working with models, Paul joined the cast of TV One's "Makeover Manor" to share his fashion advice with ordinary people that overcame extraordinary circumstances and stayed on with TV One as the co-host of their first live platform show, "The DNC Live After Party." In addition to his work on "Makeover Manor," Paul has shared his style advice on CNN and Fox News Channel. After TV One, Paul co-hosted BET's "Who Wore What," a red carpet fashion commentary program with Vivica A. Fox. Paul was featured as a supporting cast member on Bravo's "The Real Housewives of DC" and appeared on Bravo's late-night show "Watch What Happens Live with Andy Cohen" in 2018. Paul has hosted and produced several shows in partnership with CBS-Warner Brothers including "The Metropolitan Cooking and Entertaining Show," "Where the Elite Meet," "The FBL Show" and "Paul Wharton Style;" a talk show featuring celebrity interviews and fun lifestyle segments presented by The General Motors Corporation. Paul also partnered with Fox Television as Executive Producer, Producer and Host on the 2017 holiday special "Home for the Holidays with Paul Wharton & Patti LaBelle," a show that later earned Paul an Emmy nomination for Best Entertainment Special.

Paul's first book "Pulling It All Together" was released in 2018 by Skyhorse Publishing. Previously in the publishing world, Paul hosted an online series with Elle Girl Magazine entitled "Go See with Paul Wharton" and served as The Lifestyle Editor of Monarch Magazine.









# FEATURED DESIGNERS

The District of Fashion is proud to feature talented designers from the DC/MD/VA area as well as select international designers. Featured in this spread are designers from the Spring/Summer 2020 collection event.

#### ABRAMS WEARABLE

Our future is quickening. We hasten our advance of culture and systems, knowledge and influence. We struggle to honor our pay and redefine ourselves from ancient methods and forms, symbols and traditions. Each Abrams Wearable piece is designed to celebrate the magic of the individual as a work of art. The natural motion and fluidity of acrylic paint. The flash and dynamic of crystal-clear matrixes. As a collection, we strive to recognize and empower the wearer, incorporating them into an ever-expanding work of living sculpture. Our jewelry acts merely as reminders that the wearer themselves are the art. "Tu es l'art."





#### **ANDREW NOWELL**

or Andrew Nowell, fashion design has always been his passion. Born and raised in the Bronx, NY, he attended NYC's Fashion Institute of Technology. Described as modern, masculine and sexy (with an edge), Andrew Nowell Menswear is a tailored sportswear line inspired by urban street wear and London's Savile Row. His Menswear collections were featured at several international events, including NYFW. Mr. Nowell is also the Creative Director/ Designer for DASOUL underwear—a premium underwear line launched in 2010. Mr. Nowell also served as Lead Curator for a successful Art and Fashion Exhibit at the Ronald Reagan Building and International Trade Center in D.C.

#### **BEMADE**

 $\mathbf{S}$ ean A. Bellamy began his pageant Career over 10 years ago when he was crowned Teen Mr. Wilmington. Sean is the creative mind behind 'bemade', a styling, consultation, embellishment, accessory and garment construction business. Bemade is most known for benude by bemade, nude shoes for women of color worn by many local and national titleholders including former Miss District of Columbia's and our current Miss America. The benude collection features currently has four hues. Each hue is inspired by and named to honor an important female figure in the life of designer, Sean Bellamy. The Rosa, the Jevonnah, the Lee and the Agnes are distinct hues and feature a 1/4 inch platform and 4-inch heel with an adjustable ankle



LEFT TO RIGHT| PINKY AND THE PAIN T-SHIRT, SLEEVELESS NYLON HOODIE
BLEACHED PINK RUBBLE KINGS JACKET, ALIGNMENT V-NECK - GRINDSTONE UNIVERSAL



#### CHEERO CITIZEN

Cheero Citizen is an international swimwear and couture brand catering to the essence of women. We know that there are no two women alike and that each woman encompasses a special uniqueness true to her form. In the same sense, we strive to bring originality in our product. We conduct extensive trend forecasting to ensure we produce new and innovative swimwear and couture collections. We live by our motto, "Set trends, not follow them!"



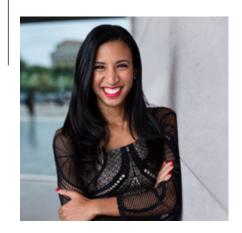
# CHRISTOPHER SCHAFER CLOTHIER

Christopher Schafer Clothier is an award-winning custom clothing designer based in Baltimore and Los Angeles. Christopher Schafer Clothier was designed to give clients the best and most unique experience when designing custom clothing. Founded in 2010 by Christopher Schafer, we provide our clients with both the best customer experience and the finest fabric in the world. We take pride in our work and feel that every garment that we create is a direct representation of our brand. This old-world work ethic is not going unnoticed. Christopher Schafer Clothier was voted Baltimore's Best Tailor by City Paper in 2009, 2012, 2014 and Baltimore magazine in 2010, 2014 and 2017.



#### DIDOMENICO

African American and Italian born, Kelsy was brought up in a household of craftsmen. The key to her craft, as has been told through generations, was her dedication to detail. Her great aunt Bessy curated some of the most exquisite gowns for her clientele on a machine from 1914 that Kelsy still holds in her studio. Kelsy's grandmother owned a business reupholstering chairs and couches, while creating clothes for her 11 children. Kelsy's global travels reinforced the importance of calling attention to the differences that unite us all. She now backpacks with her centuryold Singer machine and visually documents where she has visited, as she will continue to do for many years to come.



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#### **DUR DOUX**

Mother/daughter design team Najla and Cynthia Burt are Dur Doux, the luxury fashion brand. Cynthia runs the brand operations, with Najla as the brand's Creative Director. Headquartered in Southwest DC, they jointly develop and produce the exclusive brand designs. Najla graduated from Parsons New School for Design NY and interned with world-famous designer, Alexander Wang. The brand has shown collections at several international events including New York Fashion Week. Their designs have been seen in multiple publications, such as The Washington Post and Vogue UK. The Burts recently signed on to host a new fashion reality show, "Designing Burts DC," with a global premiere on the Akyumen Entertainment Network in 2020.

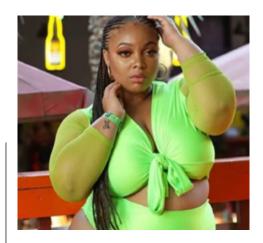


Oakland-born and D.C. based designer Darel Dawson began creating Grindstone gear from a screen printing machine in the den of his apartment, handing out his t-shirts to local radio stations and people in his community. Eventually, celebrities such as Jay-Z, Wyclef and Kid Capri were seen on television wearing these shirts, stores nationwide began to stock Grindstone, and the vision was actualized. The brand is now as strong as ever, and has expanded to being gifted at the Billboard Music Awards, Sundance Film Festival, The Oscars and the BET Awards.



#### **INSIGHT OPTICIANS**

InSight Opticians is an upscale, locally owned optical boutique located in the heart of Washington DC's new fashion-savvy business district. By fusing knowledge of product, commitment to task and a welcoming atmosphere, Yolanda James and Tony Byers will assist you in finding the perfect frame from their unique collection of individually selected eyewear from around the world.



# MYLK & HONEY CLOTHIER

Mylk and Honey Clothier was founded by NY-born and Baltimore based designer Tiffany Rice. Her fashion design journey began while in graduate school for social work. She discovered the market's lack of clothing tailored to the young, hip and fashionable plus-sized woman. Fashion for Tiffany was a very empowering force and a boost to her own self-esteem and she found her niche with swimwear. She learned by creating clothes for other plus-sized people, she was also able to contribute to their overall confidence and self-esteem. After years of being a self-taught designer and socializing at many plus-size fashion industry events, she knew her next logical step was to enroll in fashion design school, where she recently completed her first

#### SHARI HENRY

C native Shari Henry is a woman of many talents, who always dreamed of being in the fashion industry. Shari majored in fashion design at the Fashion Institute of Technology, while working for several NYC designers, including Whitlow and Hawkins, Waitex and Kahn Lucas. After graduation, Shari launched her self-titled brand during NY Fashion Week, blending ferocity and confidence into one modern, empowering and chic style. Shari Henry has been a featured designer in: The Mothers of NBA Benefit Runway Show, Miss African Union Pageant (designer for the Winner, Lukwesa Morin of Zambia), and was Costume Designer for the NBA/Budweiser's Elf On The Shelf commercial.





# TORI SOUDAN. TORISOUDAN.COM







#### **SINCERELYKAJ**

SincerelyKAJ is inspired by owner Keiara's love for modern architecture and art. Her design process is methodical with careful consideration as to how every hand-drawn sketch will translate on the body. The clean, streamlined silhouettes of SincerelyKAJ celebrate the beauty of minimalism. The SincerelyKAJ woman is a sophisticated, courageous, fashion enthusiast who loves effortless style.





#### SJL COLLECTION

Creator Jabari Lake is a young fashion designer from St. Croix USVI who has been sewing and designing men and women's clothing since the age of 13. Fashion is his daily motivation. He left corporate America in 2014 to pursue his dream of having his own clothing brand and has not looked back since. Making a client feel beautiful and grand is what he loves.

#### TRUFACEBYGRACE

esigner, Curator, MUA, Entrepreneur, Ghanaian-Canadian, Grace Ofori always knew she was different when it came to her style. She has always been inspired to create individualistic and cutting-edge designs that originate from timeless African culture, imagination, and to design fashion pieces that are impactful and fun! She considers herself a "cultural elevationist."





# THE GRIND



Grindstone Universal has been bringing diversity to the fashion market with designs that journey from the past to the future, recognizing culture, and uplift the imagination for over 20 years. Artistically driven and cultivated in the street, an unwavering standard of quality is synonymous with the name. Grindstone uses a fusion of high fashion and functionality along with the most innovative technologies in apparel manufacturing to make you feel great while looking supreme.

**LEFT**| BIG FACE HOODIE, POLO, EL GRINDSTONE TOP - GRINDSTONE UNIVERSAL, EYEWEAR - INSIGHT OPTICIANS **TOP**| FIGHT FOR IT TOP AND SIGNATURE GRINDSTONE JACKET - GRINDSTONE UNIVERSAL

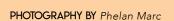


#### STRAIGHT FROM THE SOURCE

#### TESTIMONIALS FROM DISTRICT OF FASHION DESIGNERS, MODELS & PARTNERS

- "The District of Fashion Runway Show is an elegant yet stunning display of the newest and latest fashion trends. The time and effort that goes into this showcase is truly spectacular. This event is always one of the most talked about events we do every year."
- Christopher Schafer, Owner & Designer of Christopher Schafer Clothier
- "The District of Fashion Runway Show is the most well executed fashion event that I have participated in or attended in Washington, DC. The pizazz, planning, and professionalism of the staff and models has been a class act. I am very much looking forward to meeting their quality standard as a designer involved in this project."
- Darel Dawson, Owner & Designer of Grindstone Universal
- "I had a great experience working with such a professional and well put together event. Beautiful people, beautiful venue and beautiful food made for a perfect night. Remi and Roquois are creative, inspirational and trendsetters. We can't wait to work with them on future events!"
- Ashaad Emamdee, Restaurateur
- "Participating in the District of Fashion Runway Show was an amazing experience! Each designer was equipped with professional runway production, press, models and more. I loved being a part the premier fashion event that is putting DC on the map as the place to find trendsetting styles. It's an event you don't want to miss. Hope to see you at the show!"
- Keiara Joyner, Owner & Designer of SincerelyKAJ
- "Working with District of Fashion is like a breath of fresh air. The DC fashion industry is steadily growing and District of Fashion is contributing quality training and skills that I have personally taken with me in other ventures. I am very grateful for the platform to be taken serious as a model while also leaving room for growth."
- Tiona Lawson, Model

- "I had an amazing experience presenting my menswear collection at The District of Fashion Runway Show. The event was well organized and the production team, lead by Roquois and Remi were very professional. The runway, lighting, staging and overall ambiance was fantastic! Thanks to Roquois and Remi's efforts, DC's fashion crowd turned out in full force! I had the opportunity to meet and network with the titans of DC's fashion industry and made a couple of retail connections for my menswear collection. I am extremely grateful to the DowntownDC Business Improvement District (BID), Neil Albert and Mayor Bowser's Commission on Fashion Arts and Events (CFAE) for their generous support of local designers and for putting Washington, DC on the fashion map, by creating an event/experience that is on par with the world's leading fashion weeks."
- Andrew Nowell, Owner & Designer of Andrew Nowell Menswear
- "The District of Fashion team respects our craft and provides models with amazing development opportunities."
- Deja Logan, Model
- "The District of Fashion is an extraordinary event that is orchestrated with excellence and class. It is rare to find a show that is so organized, both backstage and on stage. Roquois and Remi are an exceptionally talented duo and it was an honor to work with them"
- Tori Soudan, Owner & Designer of Tori Soudan
- "The DC Office of Cable Television, Film, Music and Entertainment is a proud partner of the District of Fashion runway show, which showcases the hottest and most trendsetting fashions in the District, and offers a true business opportunity for those who make the cut. But behind the scenes, this event plays another really important role as a direct supporter of creating a pathway to the middle class by employing local models, hair and makeup staff, and utilizing local vendors. It's a fantastic addition to our local creative economy."
- Angie M. Gates, Director, Office of Cable Television, Film, Music & Entertainment



# KINGS THRIVE

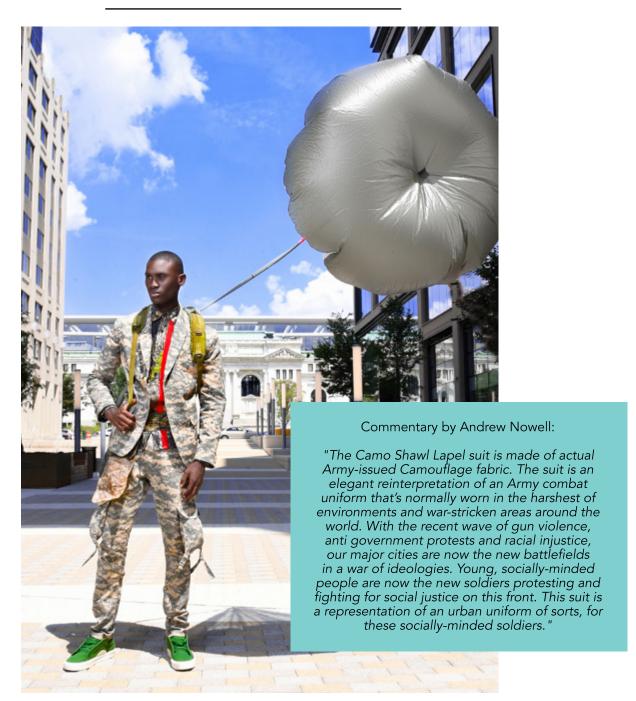
The Baby Blue Mini Houndstooth suit is a fresh take on a classic men's suit. The inner stripe on the pant leg gives this suit an athletic feel, keeping with current athletic and sportswear trends in menswear.

RIGHT| BABY BLUE MINI HOUNDSTOOTH SUIT - ANDREW NOWELL MENSWEAR





#### AN ARMY OF MAN





## THE ART OF ARCHITECTURE

#### THE LAWN EXHIBIT AT THE NATIONAL BUILDING MUSEUM

The National Building Museum inspires curiosity about the world we design and build. We believe that understanding the history and impact of architecture, engineering, landscape architecture, construction, and design is important for all ages. Through exhibitions and educational programs, we show how the built world has power to shape our lives, communities, and futures.

401 F Street NW, Washington, DC 20001 visit www.nbm.org

Photo courtesy of the National Building Museum

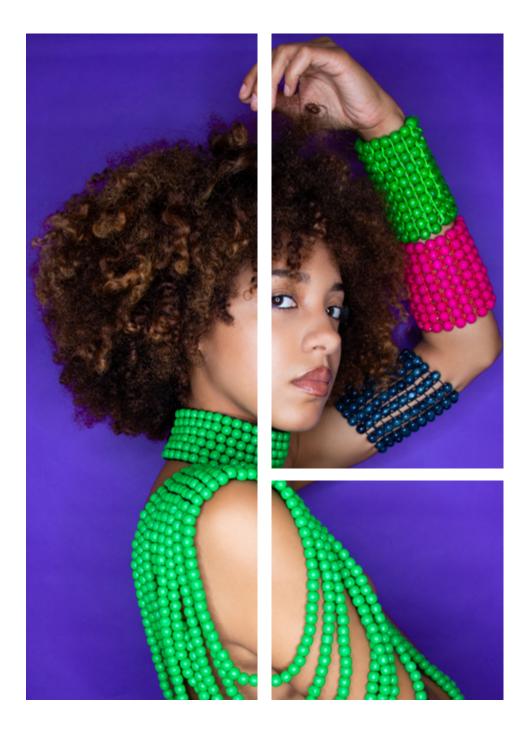
# AFROFUTURISTIC FASHION

The District of Fashion is excited to feature the bold colors and unique style of TruFacebyGrace, Afrofuturistic Fashion with a Cultural Aesthetic.

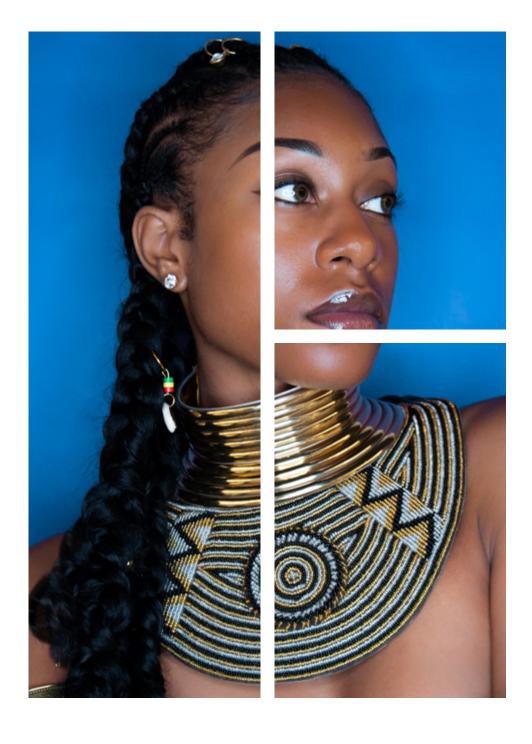
#### **AFROS & ART**



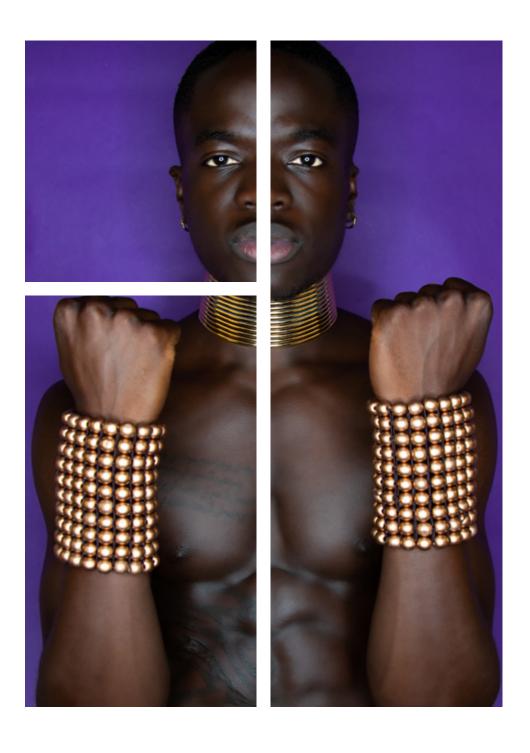
#### **COILS & COLOR**



## **BRAIDS & BEAUTY**



## **POWER & PRIDE**



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#### THE BRAND BEHIND THE LENS



Phelan Marc is a photographer who loves the art of visual storytelling through his love for fashion, portraiture, events, and love stories. Born and raised in the beautiful city of New Orleans, the love of the arts is truly in his DNA. Phelan and his team of photographers have over 30 years of combined professional experience.

Phelan has earned the opportunity to travel the globe capturing amazing moments for his esteemed clients. His work as a celebrity photographer has been featured in national and international publications and television. Notable clients include BET Networks, VIACOM, the Department of Defense, the Congressional Black Caucus, the World Bank and so many more.





# CONVERSATION ON S



"As a hairstylist and makeup artist, I really have to stay ahead of the curve when it comes to fashion and ultimately setting trends (that's the key to fashion!) You want to set your own trends but nothing is wrong with following 'what's hot' and adding your own unique style to it. One of the pros of the beauty world is that so many different people with different styles, from all walks of life, sit in your chair—from the everyday person to celebrities. The most valuable accessory is confidence. We must own our style and this is very important in the spring and summer seasons. Less is more with the right touch. When it comes to hair, movement and accessorizing are definitely a trend. Big, loose waves are sexy as are braids with jewels, short pixies and bobs with a lot of angles and movement. Ponytails and buns are great for the effortless 'I woke up like this' look.

Makeup is all about skin and a good brow. Dewy, well-moisturized skin and blended foundation set the tone for any look you want to achieve. Groomed brows frame the face, allowing for minimal makeup and maybe a pop of color on the lips.

One of my all-time favorite adds is a great hat to pull a look together or assemble one quickly. You can never go wrong with an edgy hat and chic eyewear! I am very confident in either look. I made a vow when deciding to become a cosmetologist that I would represent the beauty community in the best way possible and be a guide to those who look to us for beauty advice. With that being said, I own every look, whether it's a casual day or glammed-up day, I do it with style and confidence!"

# BE REGAL, BE ELEGANT, BE FIERCE



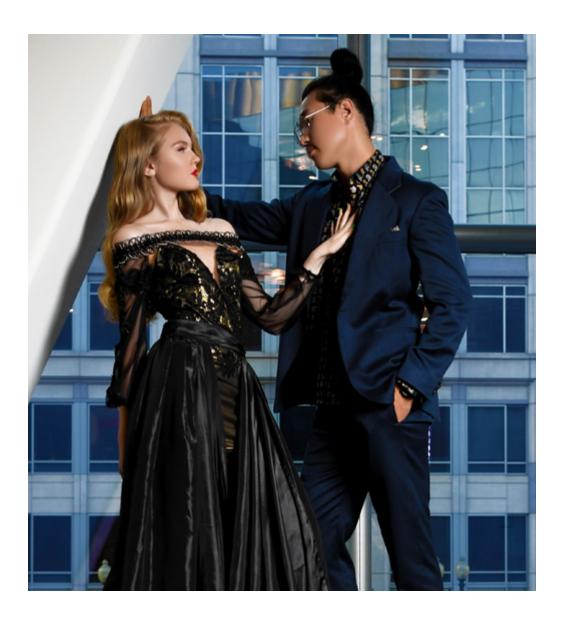


#### SUMMER DAYS & SULTRY NIGHTS





DISTRICT OF FASHION SS20 DISTRICT OF FASHION SS20





#### WHERE EVENTS MATTER

Whether planning a gala for 1,000, a fundraiser for 500 or a luncheon for 250 let our team of experienced professionals execute your event with precision, ensuring you and your guests' experience is not just memorable, but influential. Make your events matter.



# THANK YOU

THE DISTRICT OF FASHION WOULD LIKE TO THANK ALL OF OUR SPRING/SUMMER 2020 SEASON PARTNERS



























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#### DOWNTOWNDC BUSINESS IMPROVEMENT DISTRICT (BID)

The DowntownDC Business Improvement District (BID) was founded in 1997 and is a private non-profit organization that provides capital improvements, resources and research that keep the BID area clean, safe, economically and environmentally strong and accessible. The DowntownDC BID is a catalyst, facilitator and thought leader in diversifying the economy, promoting public/private partnerships and enhancing the DowntownDC experience for all. This special district, where property owners have agreed to tax themselves to fund services, encompasses a 138-block area of approximately 520 properties from Massachusetts Avenue on the north to Constitution Avenue on the south, and from Louisiana Avenue on the east to 16th Street on the west.

#### MAYOR'S COMMISSION ON FASHION ARTS & EVENTS (CFAE)

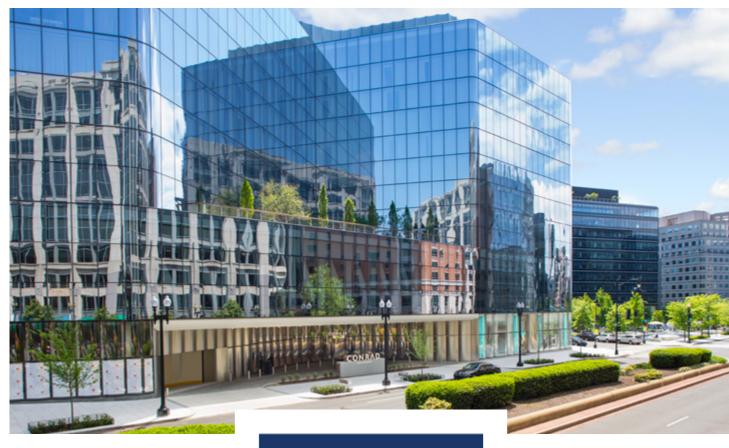
Mayor Muriel Bowser's Commission on Fashion Arts and Events (CFAE) advises the DC government on initiatives that support the cultivation and growth of the fashion industry in Washington, D.C.

Comprised of eight DC fashion and beauty leaders appointed by the Mayor, and overseen by the Office of the Deputy Mayor for Planning and Economic Development (DMPED), the CFAE partners with the District government to support the arts and creative industries in Washington, D.C. The Commissioners' expertise in fashion, beauty, entrepreneurship, design, business and law helps guide the development of DC's fashion and beauty leaders and position the city as a competitive market for the fashion and beauty industry. Visit cfae.dc.gov and @cfae\_dc for more information about CFAE's events, resources and work.

#### OFFICE OF CABLE TELEVISION, FILM, MUSIC AND ENTERTAINMENT (OCTFME)

The mission of the Office of Cable Television, Film, Music, and Entertainment (OCTFME) is to produce and broadcast programming for the District of Columbia's public, educational, and government access (PEG) cable channels and digital radio station; regulate the District of Columbia's cable television service providers; provide customer service for cable subscribers; and support a sustainable creative economy and labor market the District of Columbia.





#### 950 New York Avenue NW, Washington, DC 20001

CONRAD

WASHINGTON DC

Welcome to Conrad Washington, DC, a contemporary urban oasis in the heart of the District. This luxury hotel offers an elevated perch from which to experience the nation's capital. Indulge in the personalized, elevated service of the exclusive Sakura Club, enjoy fresh flavors of the Chesapeake at Estuary, a signature restaurant by the Voltaggio brothers, or relax in the open air at the rooftop bar.

With inspiring views of downtown across a range of event spaces and every guest room, as well as its location adjacent to premier shops and dining at CityCenterDC, Conrad Washington, DC is an experience unlike any other in the city.

Boasting a soaring atrium, lush outdoor terraces, and captivating art installations, Conrad Washington, DC provides a stylish retreat in one of the world's most influential cities.











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