

***Fashion Institute of Technology, The Museum at FIT, and Chargeurs  
Announce Partnership Celebrating Design and Innovation Featuring:***

- **Development, production, and installation of the set design for *Paris, Capital of Fashion*, MFIT's fall exhibition opening on September 6, 2019 in New York City**
- **A student-designed capsule collection of luxury accessories using eco-responsible Organica-labeled wool to be sold under the Amédée 1851 brand in the US market**
- **Establishment of the Chargeurs Fashion Technologies' "Redefining Fashion Technologies" prize to recognize innovative use of garment interlinings by FIT Fashion Design student**

*"This partnership with FIT will enable the Group to thrive within the prestigious State University of New York system dedicated to fashion and design, based in the heart of Manhattan, through various iconic and disruptive events to be organized throughout the year. This reflects the growing enthusiasm of a new generation of designers for Chargeurs' unique expertise in the high-tech fashion, luxury and visual communication segment,"* said **Michaël Fribourg, Chairman and CEO of Chargeurs.**

*"FIT is delighted to partner with the Chargeurs group as we expand our social impact design and development initiatives at the college. This exclusive opportunity for our students to collaborate on a collection of sustainable, ecologically responsible accessories with the Amédée 1851 brand, coupled with the unique Chargeurs award in interlining innovation, will enable us to expand our position as a leader in design technology education,"* said **Philips McCarty, VP, Advancement, Fashion Institute of Technology.**

*"We are delighted to be collaborating with Chargeurs and their subsidiary Leach on our exhibition *Paris, Capital of Fashion*. We hope this will be the first of many collaborations,"* said **Valerie Steele, director and chief curator, The Museum at FIT.**

## **CREATING THE VISUAL DESIGN OF FIT IN NEW YORK**

Chargeurs and the Fashion Institute of Technology of New York have signed a partnership agreement to promote the superior know-how of Chargeurs, the international benchmark in the world of fashion and design.

Leach, a subsidiary of Chargeurs in the Technical Substrates business, will create the visual stage-setting backdrop for The Museum at FIT's major fall 2019 exhibition, *Paris, Capital of Fashion*.

For 127 years, Leach has been recognized worldwide as the creator of innovative visual experiences for museums, retail outlets, lounges and corporate head offices. Based in the United Kingdom, the company joined Chargeurs last May and has among its customers such high-profile institutions as the Museum of London, the Royal Air Force Museum and the National Charter Monument in Bahrain.

At the *Paris, Capital of Fashion* exhibition to be held in September 2019, Leach will be tasked with designing the entire visual design program, including large-scale installations and video components. Leach will thus be able to put its unique overarching expertise at the service of FIT, from artistic design to printing to production to installation.

## **DEVELOPMENT FOR AMEDEE 1851 OF A CAPSULE COLLECTION OF TRACEABLE LUXURY ACCESSORIES THAT LIVES UP TO THE ASPIRATIONS OF MILLENIALS FOR SUSTAINABLE FASHION**

As part of this partnership with FIT, Fashion Design students will develop a capsule collection of luxury accessories, using eco-responsible Organica-labeled wool, which is to be sold on the American market under the Amédée 1851 brand.

The Organica label developed by Chargeurs Luxury Materials ensures full traceability of wool from the sheep to the shop and stringent quality control throughout the value chain thanks to the use of Blockchain technology.

This collection will thus make it possible to address the values to which Millennials are highly committed, namely the promotion of a fashion that delivers outstanding qualities in terms of traceability and durability.

## INAUGURATION OF THE « REDEFINING FASHION TECHNOLOGIES » AWARD BY CHARGEURS FASHION TECHNOLOGIES TO REWARD SAVOIR-FAIRE AND INNOVATION

In order to highlight the one-of-a-kind expertise of Chargeurs Fashion Technologies in interlinings for garments, Chargeurs will sponsor a design competition in the course of 2019 to recognize the innovative and technical creativity of FIT students. Using interlining as the main fabric, they will create a wedding gown of which more than 95% of the surface area must be covered with interlinings. Interlinings are the essential components used between the lining of the garment and the outer fabric to keep apparel in the desired shape.

At the end of this competition, three winners will be selected by a jury made up of fashion industry professionals. The first prize winner will be offered a 6-month internship at Chargeurs Fashion Technologies, including a week with Angela Chan, President of Chargeurs Fashion Technologies, accompanying her to all of her work meetings and functions.

### ABOUT FIT

FIT, a part of the State University of New York, has been a leader in career education in art, design, business, and technology for almost 75 years. Providing its 9,000 students with an uncommon blend of hands-on, practical experience, theory, and a firm grounding in the liberal arts, the college offers a wide range of affordable programs that foster innovation and collaboration. Its distinctive curriculum is geared to today's rapidly growing creative economy, including fields such as computer animation, toy design, production management, film and media, and cosmetics and fragrance marketing. Internationally renowned, FIT draws on its New York City location to provide a vibrant, creative community in which to learn. The college offers nearly 50 majors and grants AAS, BFA, BS, MA, MFA, and MPS degrees, preparing students for professional success and leadership in the new creative economy. Among notable alumni in fashion are Calvin Klein, Michael Kors, Reem Acra, Brian Atwood, Dennis Basso, Francisco Costa, Norma Kamali, Nanette Lepore, Bibhu Mohapatra, Ralph Rucci, John Bartlett, and Michelle Smith. Other prominent graduates include Leslie Blodgett, creator of bare Minerals; international restaurant designer Tony Chi; and Nina Garcia, editor in chief, Elle. Visit [fitnyc.edu](http://fitnyc.edu).

### ABOUT CHARGEURS

Chargeurs is a global manufacturing and services group with leading positions in four segments: temporary surface protection, garment interlinings, technical substrates and combed wool.

It has over 2,000 employees based in 45 countries on five continents, who serve a diversified customer base spanning more than 90 countries.

In 2018, revenue totaled €573.3 million, of which more than 90% was generated outside France.

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