



STEVEN KOLB
Executive Director

As Executive Director of the Council of Fashion Designers of America, Kolb oversees all operations and activities of the American fashion industry's preeminent designer trade association and affiliated charity. Membership consists of more than 350 of America's leading apparel and accessories designers. His responsibilities include all member services, trade association activities, and philanthropic initiatives. He reports to and works directly with Board President Diane von Furstenberg and the board comprised of 27 of America's foremost designers.

Through Kolb's leadership, he is credited with producing the CFDA Fashion Awards and building it as a profitable promotional event for the American fashion community which garners worldwide press coverage. In a partnership with Condé Nast/Vogue, he manages the CFDA/Vogue Fashion Fund, a groundbreaking endowment which provides financial assistance and mentoring to the most promising American designers and has secured close to \$10 million in funding. He is committed to fostering design education through scholarship programs at the High School and College levels and was responsible for a \$5 million endowment that established the Geoffrey Beene Design Scholarship and a \$1 million endowment in the name of Liz Claiborne.

One his most important efforts has been the establishment of the Business Services Network (BSN), a community of high-profile businesses, both in the fashion industry and outside, which creates custom programming that meets their needs while providing tangible value to CFDA members. The purpose of the network is to create strategic access, value and opportunity for new business development, licensing opportunities, and jobs with the shared vision of supporting CFDA members and their businesses. Additional support services for members include a website, health insurance, legal advocacy, business and technical assistance, mentoring and a series of seminars to train younger emerging designers.

Aligning with trade associations in Paris and Milan to promote design protection internationally, Kolb continues to lead efforts in Washington, D.C., to pass the Design Piracy Prohibition Act, which would protect a fashion designer's work from being copied without their permission. The CFDA, through Steven's efforts, also works with its international counterparts on the global Fashion Week schedule.

Kolb is a key decision maker along with IMG Fashion and the Fashion Calendar, in the scheduling and presentation of New York's Fashion Weeks and works directly with the office of New York City Mayor Bloomberg to foster economic growth of the fashion industry.

He has documented the CFDA, its membership and the history of American fashion through two books published by the CFDA and Assouline - *American Fashion* and *American Fashion Accessories* and is currently working on *American Fashion Menswear* and *American Fashion Cookbook*, both to be published Fall 2009.

In his work with the CFDA Foundation Kolb manages Fashion Targets Breast Cancer, a global breast cancer initiative which to date has raised and distributed \$40 million. He organized the fashion community with 7th on Sale, an industry event raising \$17 million for HIV/AIDS that was sponsored by Ralph Lauren, Marc Jacobs Vogue, eBay and others. In addition he is a liaison with the New York City AIDS Fund to determine distribution of funds raised. He can also be credited with the establishment of The CFDA Health Initiative directly addressing the concerns of health practices within the fashion industry.



Kolb was honored at Divine Design 2009 as the Man of Style.

Prior to the CFDA, Kolb worked at MTV International as the Executive Director of the Staying Alive Foundation. In his role as Executive Director, he worked with the founding Board of Directors to create a new organization with a global mission to encourage and enable young people and youth groups who are involved in direct HIV and AIDS awareness, education and prevention campaigns. Under his leadership, the Staying Alive Foundation received IRS status as a non profit, launched cause-related marketing programs and funded 25 young people and four youth groups in 17 countries.

Before joining MTV, Kolb was the Senior Associate Director of DIFFA, Design Industries Foundation Fighting AIDS. During his tenure at DIFFA, Steven successfully teamed DIFFA with major corporations in the fight against AIDS. Utilizing a for-profit business approach in fund raising, he helped raise millions of dollars through high-profile events and developed industry percentage of sale efforts and royalty programs. In addition to raising funds, Kolb managed all grant making for the organization and was responsible for making recommendations on \$1 million in grants yearly to approximately 50 HIV/AIDS prevention and service organizations.

Prior to DIFFA Kolb worked in development at the American Cancer Society.

Steven Kolb has a Bachelor of Arts in Communications from Glassboro State College and a Master in Public Administration from New York University.

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