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**BROTHER INTERNATIONAL CORPORATION SUPPORTS
FIT's Inaugural Fashion Design MFA Class'
Fine Art of Fashion and Technology show at NYFW**
Brother Sponsors Event and Donates Sewing Machines



An FIT Student uses donated Brother Sewing machine to prepare outfit for fashion show.

February 3, 2020 **BRIDGEWATER, N.J.** –New York Fashion Week (NYFW) will reach a new level of excitement this year as Brother International Corporation announces its support as Event Sponsor of the FIT (Fashion Institute of Technology) inaugural Master of Fine Arts class in Fashion Design's Fine Art of Fashion and Technology Show on February 7th, at the 2020 NYFW.

In addition, Brother International Corporation donated a SE600 and SE1900 series sewing and embroidery machines to FIT to use for the show that some of the students used to make final preparations to their designs. Brother International Corporation has a history of sponsorship of similar community events in support of education, fashion and arts.

“We at Brother believe very much in supporting education and in leading efforts to promote the work of students. New York Fashion Week is a major spotlight opportunity for these upcoming fashion designers and we hope that by continuing to support events like this and donating Brother machines, we will encourage the designers of the future to further develop their work and display their creativity,” said Jim Price, *Senior Director of Marketing*, of the Home Appliance Division.

This show will feature Ninety-plus looks by 10 alumni from FIT's inaugural Master of Fine Arts class in Fashion Design on February 7, 2020 at Pier 59 during New York Fashion Week. The designs in the *Fine Art of Fashion and Technology* show speak to the skill and craftsmanship of the designers and reflect the highly personal stories and

histories embedded in their work. This year marks FIT's 75th anniversary celebration. This is the first time students are presenting their own show at NYFW.

Brother's other fashion-related partnerships include sponsoring the reality competition program, *Project Runway*, and its two spin-off series, *Project Runway All Stars* and *Project Runway: Juniors*, which it has been doing every season since its inception in 2004. They have also collaborated with iconic American designer, Nicole Miller, having sponsored her "Fall 18' New York Fashion Week" show. In 2019, Brother donated over \$100,000 worth of sewing, embroidery and electronic cutting machines to FIT's School of Art and Design for student and faculty use and sponsored FIT's Future of Fashion Runway Show.

For more information about Brother International Corporation, visit <http://www.brother.com/>.

ABOUT BROTHER

Brother International Corporation has earned its reputation as a leading supplier of innovative products for the home sewing and crafting enthusiast. Through a growing network of sewing machine dealers and retail outlets nationwide, Brother offers a full line of home sewing machines, from basic to top-of-the-line sewing and embroidery machines. Brother also offers a full line of electronic cutting machines and accessories. The company is recognized for its high-quality, state-of-the-art machines and accessories, offering ease of use and flexibility at affordable prices. Brother International Corporation is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales approaching \$6 billion, this global manufacturer was started more than 100 years ago. Brother offers a diversified product line that includes fax machines, Multi-Function Center machines, P-touch Labeling Systems and both color and mono laser printers for home, office, and industry. Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas, from Canada to South America. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters, and Brother has facilities in California, Illinois, and Tennessee, as well as subsidiaries in Canada, Brazil, Chile, Argentina, Peru, and Mexico. For more information, visit www.brother.com.

About FIT

In September 1944, FIT opened its doors to 100 students. It was a radical experiment to create the first college devoted to the apparel industry, and founders Max Meyer and Dr. Mortimer C. Ritter advocated tirelessly for this essential education. Now, 75 years later, as the creative industries have evolved, so too has FIT. An educational authority for the new creative economy, the college has expanded exponentially in size and scope, and is committed to research and innovation, drawing on the insight and influence of faculty, students, alumni, and industry partners to solve the world's most pressing challenges. FIT nurtures unconventional minds and independent thinkers eager to help transform the creative industries. A pioneering institution from the start, FIT builds on its rich history while embarking on a future of visionary leadership and uncommon achievement.

A part of the State University of New York, FIT has been a leader in career education in art, design, business, and technology throughout its history. 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, Peter Do, and Michelle Smith. Other prominent graduates include Leslie Blodgett, creator of bareMinerals; international restaurant designer Tony Chi; and Nina Garcia, editor in chief, *Elle*.

About FIT's Fashion Design MFA

The Fashion Institute of Technology's Fashion Design MFA program, established in 2017, focuses on practice-based research. Unconventional in approach, the program welcomes students with non-fashion backgrounds, as well as those with rich traditional undergraduate training in fashion design. Students work in a structured, collaborative, and highly mentored studio environment to develop thesis design concepts within the broader context of fashion history/futures, theory, philosophy, cultural studies/ethics time, and space. The curriculum emphasizes research methodologies and pushes critical thinking that motivate innovation and invention in design, fit, cut, construction, silhouette, and materiality. By advising students through the process of translating abstract inspiration into malleable design ingredients and solutions, the program creates a distinct pathway for discovery and the realization of individual expressivity.

About FIT's School of Graduate Studies

The Fashion Institute of Technology's School of Graduate Studies is a community of industry insiders, passionate students, influential faculty, and mentors. Working with industries worldwide, the school promotes entrepreneurship and strategic collaborations, creating personalized access to networking and career opportunities, and expanding on the college's mission to produce future leaders in art, design, fashion, and business. The school's New York City location offers exceptional opportunities for students to learn from international executives, scholars, and influential thinkers. Graduates join a global network of highlyplaced fellow alumni and, in the process, valuably expand their personal and professional horizons in a culture of collaboration, innovation, and advanced research.

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