



Left to right: Carlton Jones, Nappy Head Club, Todd Patrick, Credit: Informa Markets Fashion

Informa Markets Fashion for Change Incubator Program Returns and Announces the New Class of Participants during PROJECT Las Vegas

Highlighting diversity and emerging design talent within the fashion industry, the program offers qualifying brands complimentary live event inclusion, marketing promotion, and mentorship.

New York, NY – January 31, 2022 – Informa Markets Fashion, leading industry connector and host to premier fashion trade events including, **MAGIC**, **COTERIE**, **PROJECT**, and **SOURCING at MAGIC**, announces the next class of **Informa Markets Fashion for Change (IMFC) Incubator Program** participants in its upcoming **PROJECT Las Vegas** trade event from **February 14 – 16, 2022**. The ongoing corporate IMFC initiative fosters allyship, inclusion, and equality within the fashion community through programs that support, nurture, and elevate minority-owned, women-owned, and LGBTQIA+-owned fashion brands across men's and women's apparel, accessories, and footwear categories. The IMFC Incubator Program is exclusively designed to elevate the voices and work of Black-owned brands and designers of color.

Returning for a third season, the 2022 PROJECT edition of the Program features Black-owned designers and brands, who will each receive complimentary space for one season at the upcoming **PROJECT Las Vegas** event on February 14 – 16, 2022 at the Las Vegas Convention Center. In addition to physical space and presence during market, the participating brands will be highlighted via an omnichannel approach including custom content, marketing, and social media promotions leading up to and throughout the live event. The brand and designers will also receive mentorship and leadership guidance provided by the IMFC Committee, which consists of executives from across Informa Markets Fashion with backgrounds in branding, marketing, social media, finance, and sales.

"We launched the IMFC Incubator Program almost three seasons ago during the pandemic and we are excited to see the program take physical form back in Las Vegas for a second season," says Kelly Helfman, President at Informa Markets Fashion. "We recognize the responsibility we have as a key connector of the industry to use our resources to better support design talent and a platform to showcase their work."

PROJECT Las Vegas IMFC Program featured participants include:

- Todd Patrick is a menswear brand founded by Desyree Nicole in 2016 focused on balancing luxury and streetwear techniques effortlessly together. Designed with the rebel in mind, the brand reflects today's time, our past, and how it molds our future. *Available at booth # 82018*
- XOG Skincare is a men's grooming brand providing unisex products created from organic ingredients sourced from elite suppliers to deliver a natural and spa-like grooming experience. *Available at booth # 81322*
- Kwasi Paul is a dual-gender brand founded in 2020, designing a future that references the story of their ancestors. The woven relationship between heritage and modernity is at the core of their brand voice. *Available at booth # 81326*
- B|M|C is a luxury tailoring brand that expresses love for individuality and elegance by expounding upon historic sartorial elements through cultural references with a modern touch. *Available at booth # 82118*
- Under Komfort is an online-based hygienic product line that creates solutions for garment under care and allows customers to protect their clothing against natural soils that may cause damage to consumer items. *Available at booth # 81324*
- Miletree Candles was founded by Shanice T and launched in 2020 to recreate Barbados beaches' calm and relaxing feel. Eco-friendly and hand-poured with love in LA, each fragrance is influenced by her Caribbean heritage, and the candle vessels are inspired by her passion for home décor. *Available at booth # 84119*
- Carlton Jones established his women's and dual-gender eponymous collection in New York City in 2015. Incorporating his fondness of relaxed fluidity, sensual fabrics, colors, and prints with seasoned ability to forgive and accentuate, the brand's anchoring belief is "Resort isn't a destination, it's a feeling." *Available at booth # 84311*
- Lola Faturoti Loves is a women's sustainable brand that celebrates tradition, joy, and responsible manufacturing. It is an inventive new line of clothing where bold patterns and colors are combined with the most advanced manufacturing technology in ways that evoke a celebration of traditional designs in a modern world. *Available at booth # 84524*
- Nappy Head Club is a women's dual-gender brand founded by sisters Rachel Topping and Rikki-Richelle. Their goal is to use Nappy Head Club as more than just a lifestyle brand but also as a source of information, tools, and community. *Available at booth #82329*
- Terminal B is a new luxury fragrance brand company founded by two travelers who are passionate about all things travel, aviation, passport stamps, and unique experiences one can only find in a specific location around the world. Terminal B specializes in telling stories through scent blends to create an olfactory journey of wanderlust without leaving your home. *Available at booth # 84112*

"In today's market, consumers and retailers continue to seek new and undiscovered designers," Helfman adds. "We hope to carve a path for these amazing brands to expand their industry reach and connect them with retailers who are looking for a fresh point-of-view from designers that authentically represent and reflect who they are."

New IMFC initiatives and participants will be announced for future events. Brands interested in being considered for upcoming opportunities featuring minority-owned, women-owned, and LGBTQIA+-owned fashion brands are invited to apply [HERE](#).

To register for **PROJECT Las Vegas, MAGIC Las Vegas, and/or SOURCING at MAGIC – February 14-16, 2022** (*SOURCING at MAGIC opens on February 13*), please visit [HERE](#)

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ABOUT PROJECT:

Representing what's new, now, and next in men's and women's contemporary apparel, footwear and accessories, PROJECT is where domestic and international buyers go to be inspired by higher-end brands, find products from relevant mid-market labels, and connect with likeminded industry thought leaders and fashion insiders. Through a fusion of community, education, media, and experiences, PROJECT propels the next season's top trends, generates global awareness, and ultimately, drives commerce. For more information, please visit www.projectfashionevents.com

ABOUT INFORMA MARKETS:

Informa Markets Fashion connects and inspires the global fashion community through online experiences, industry insights, and worldwide fashion trade events including MAGIC, COTERIE, PROJECT, and SOURCING at MAGIC. From more effective manufacturing and supply chain opportunities to creative design inspiration and retail on the wholesale floor, Informa Markets Fashion's diverse portfolio supports the entire fashion ecosystem - fostering innovation and driving creativity year-round. For more information on upcoming events, please visit: www.findfashionevents.com