

Fashion Industry Overview

Like many sectors, the fashion industry faced many challenges due to the global financial crisis. From 2008-2009, an extremely difficult retail environment as well as continued declines in manufacturing drove down fashion employment in NYC (-7.3%) as well as nationwide (-6.9%). Despite these issues, the fashion industry remains one of NYC's largest and most prominent sectors.

- Employs 165,000 people, accounting for 5.5% of NYC's workforce.¹
- Generates \$9 billion in total wages and tax revenues of \$1.7 billion.²
- Serves as headquarters to over 900 fashion companies.³

Fashion Week

- Fashion Week, the semiannual event held at Lincoln Center and throughout the City, includes over 250 fashion shows and attracts approximately 232,000 total attendees per year.⁴
- Citywide, the event generates \$466 million in direct visitor spending per year, leading to \$773 million in total economic impact per year.⁵

Wholesale/Design

- NYC is a wholesale buying leader, hosting 75 major fashion trade shows and market weeks annually and housing thousands of fashion showrooms.⁶
- Collectively, fashion trade shows, events and showrooms generate \$16.2B in total direct spending and 578,000 annual out-of-town visits, accounting for 14% of all conventioners to the City.⁷

Fashion Retail

- NYC's fashion retail market — the country's largest — is growing at a considerable rate. From 2010–2025, it is projected that employment for NYC clothing and accessories stores will increase by 13%.⁸

Manufacturing

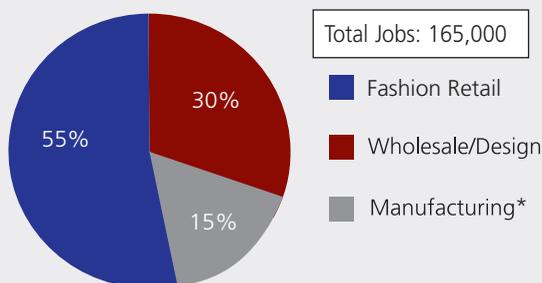
- Fashion manufacturing represents approximately 31% of all manufacturing jobs in NYC.⁹
- Fashion manufacturing employment in NYC has declined 61% since 2001, reflecting the national trend of migrating manufacturing offshore (U.S. fashion manufacturing employment: -58% since 2001).¹⁰

Fashion Start-ups

- Leading "next-generation" fashion retailers, such as Gilt Groupe, Rent The Runway and FashionStake, are headquartered here, adding to NYC's innovative fashion start-up scene.



NYC Fashion Employment



*Employment figures represented in the table are based on the industry of employment, not occupations. Nationally, 60.4% of workers employed by fashion manufacturing have occupations related to production. Within fashion wholesale/design and retail industries, 6.3% and 1.5% are production-related jobs, respectively.

NYC Fashion Breakdown

	Wholesale/Design	Manufacturing*	Fashion Retail	Total
Employees	50,000	25,000	90,000	165,000
Employment 5-year % change	-5%	-44%	+9%	-8%
Number of Establishments	5,932	2,248	6,300	14,480
Annual Sales	\$34.7B	\$8.7B	\$12.2B	\$55.6B

Note: Sales in 2008 dollars

Sources: NYS Department of Labor, 2009; U.S. Census Bureau, 2002; U.S. Bureau of Labor of Statistics, 2009

The Garment Center

- The Garment Center caters to all aspects of the fashion process—from design and production to wholesale selling. Over 50% of all fashion jobs are found in the Garment Center and surrounding neighborhoods.¹¹ No other city has a comparable concentration of fashion businesses and talent in a single district.

Talent

- Many of the industry's premier designers are located in NYC, including Diane von Furstenberg, Marc Jacobs, Donna Karan, Calvin Klein, Michael Kors, Ralph Lauren, and Isaac Mizrahi.
- NYC boasts the country's best fashion schools, such as The Fashion Institute of Technology (FIT), LIM College, Parsons The New School for Design, and Pratt Institute.
- NYC fashion schools graduate over 1,000 students each year, many of whom choose to work in NYC (90% of FIT graduates stay).

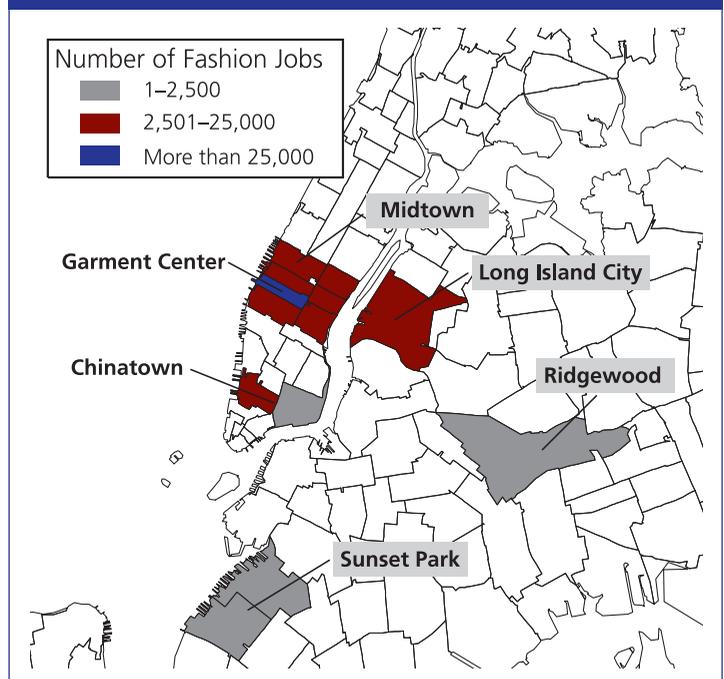
Complementary Industries

- Two of the three largest global marketing agencies are headquartered in NYC.¹²
- NYC is home to some of the biggest fashion publications, such as GQ, Vogue, and Women's Wear Daily. The City also lays claim to many of the cutting-edge new media outlets, such as The Business of Fashion, Refinery29, The Sartorialist and, StyleCaster.

Mayoral/City Fashion Accomplishments

- Secured the iconic Lincoln Center as the new, long-term home for Mercedes-Benz Fashion Week.
- Catalyzed the {CFDA Fashion Incubator} to nurture NYC's next generation of design talent.
- Created a consolidated business-to-business information resource for NYC's fashion industry: www.NYCFashionInfo.com.
- Stimulated retail spending through Fashion's Night Out — the citywide shopping event that had over 1,000 participating stores.
- Launched Fashion.NYC.2020, a yearlong initiative to develop actionable strategies to address the important trends affecting the industry.
- As a part of Fashion.NYC.2020, Mayor Bloomberg announced six new initiatives to support the long-term growth of NYC's fashion industry:
 - NYC Fashion Production Co-op Bank: To assist emerging designers with their initial production cycles, the City will establish a fund to help them access capital for production financing and local production resources.
 - Project Pop-up: To maintain New York City's position as a retail leader, the City will launch "Project Pop-up," an annual competition to promote new and innovative retail concepts.
 - New York City Fashion Draft: To ensure fashion is in the career decision set for top business-minded students, the Fashion Draft will consist of a structured "interview week" where selected students have the opportunity to earn full-time, management-track positions in the industry.

Distribution of NYC Fashion-Related Jobs⁵



- Fashion Campus NYC: In order to enrich and expand the overall fashion experience for summer fashion interns, Fashion Campus NYC will include seminars by industry leaders and networking opportunities.
- New York City Fashion Fellows: The fashion industry has few programs that highlight the "rising stars" in fashion management. This annual program will select up-and-coming Fashion Fellows to receive mentoring services and networking opportunities.
- Designer as Entrepreneur: To equip emerging creative talent with the necessary tools for launching and managing a fashion business, Designer as Entrepreneur will serve as an entrepreneurial "boot camp."

References

1. NYS Department of Labor, 2009
2. NYS Department of Labor, 2008, 2009; NYCEDC, 2008 (derived from NYS Department of Finance and NYS Department of Management and Budget)
3. Hoover's, 2010
4. NYCEDC, 2007
5. NYCEDC, 2008
6. NYCEDC, 2007; The Doneger Group, 2007
7. NYCEDC, 2007; NYC & Company, 2007
8. Moody's Economy.com, 2010
9. NYS Department of Labor, 2009
10. NYS Department of Labor, 2009; U.S. Bureau Labor of Statistics, 2009
11. NYS Department of Labor, 2008
12. Advertising Age, 2008

Note: The Fashion Industry includes the following NAICS codes: Wholesale/Design: 423940, 4243, 541490, 55 (11.7% fashion related); Fashion Retail: 448, 451130, 4521; Manufacturing: 313, 315, 316, 31491, 339911, 339913, 339914, 339993.

For more information, please visit www.nycedc.com/Fashion or email fashion@nycedc.com.