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## **New York Fashion Tech Lab Announces 2015 Class**

*The Partnership Fund for New York City and Springboard Enterprises Reunite with Alex and Ani, Kate Spade & Company and Macy's for Second-Annual Program*

*Bloomingdale's, Fossil Group, Inc. and VF Corporation Join Fashion Capital's Leading Program for the Intersection of Fashion, Retail and Technology*

**NEW YORK, MARCH 9, 2015** – On the heels of a successful inaugural launch, the [New York Fashion Tech Lab](#) (NYFT Lab), which is run by [The Partnership Fund for New York City](#), the investment arm of the Partnership for New York City, and [Springboard Enterprises](#), today announced the 2015 partners and lab companies participating in the second annual fashion-tech accelerator. Woven from the threads of New York's global fashion capital fabric, the second annual NYFT Lab program is a continuation of the collaborative effort between major fashion retailers and innovators enabling iteration, validation, and acceleration of technologies from early and growth stage companies that advance the industry.

Returning Founding Members from the 2014 inaugural NYFT Lab program [Alex and Ani](#), [Kate Spade & Company](#) and [Macy's](#) are this year joined by [Bloomingdale's](#), [Fossil Group, Inc.](#) and [VF Corporation](#) with the focus to create the next industry-shifting technologies spanning Fit Tech and Wearables, Style Customization, and Data and Productivity categories. The 2015 Lab Companies are:

- [Cloth](#)
- [Customer Engaged Pricing by Nyopoly](#)
- [InSparg](#)
- [Liquid Assets](#)
- [SKUIQ](#)
- [Sundar](#)
- [Switch Embassy](#)
- [42 Technologies](#)

“Last year, we succeeded in creating a unique program that united innovative technology solutions with key players in fashion and retail which resulted in both Wall Street and Madison Avenue taking notice,” said Kay Koplovitz, co-chair of NYFT Lab, Board Member of Kate Spade & Company and Chairman of Springboard Enterprises. “New York City's startup scene reveals tech players and funding drawn to the region's bedrock industries of finance, fashion, media, marketing and commerce.

Operating out of innovative and collaborative workspaces provided by [Workhouse NYC](#) and [Space 530](#), the 2015 NYFT Lab Companies will have unprecedented access to the program's retail and fashion brands who participated in selecting the companies and will work closely with them during the twelve-week program.

“Bringing the New York Fashion Tech Lab back to harness New York's fashion capital status is helping to create jobs and strengthen New York's start-up scene,” said Maria Gotsch, Co-Chair of NYFT Lab and President and CEO of the Partnership Fund for New York City. “This program is based on successful models that we developed for the financial tech and digital health sectors. It leverages the

concentration of large corporates in NYC and the willingness of their senior executives to mentor up-and-coming technology companies. ”

Throughout the 2015 NYFT Lab, the participants will be exposed to and work alongside senior executive mentors from the sponsoring fashion/retail who will collaborate to further develop their technologies and go-to-market strategies. The NYFT Lab program culminates with Tech "Runway" Day on June 12, where the Lab Companies present to an audience of industry executives and investors. NYFT Lab companies reside in NYC throughout the program. Invitations to the event may be requested via media contact.

Fashion is a \$1.7 trillion global industry, according to Fashion United, with US sales totaling over \$361 billion. New York City is headquarters to over 800 fashion companies — more than double that of Paris, its closest competitor. In the city itself, between design, manufacturing, wholesale, and retail, the fashion industry employs 173,000 people, accounting for 6% of the city's jobs.

The NYFT Lab also coincides with New York City government initiatives aimed at the continued growth of New York's fashion sector. In February, New York City Mayor Bill de Blasio and Deputy Mayor for Housing and Economic Development Alicia Glen unfurled new and expanded programs to support the city's fashion industry, tripling the current investment to \$15 million from \$5 million.

For more information about the NYFT Lab, visit [www.nyftlab.com](http://www.nyftlab.com) and follow @nyftlab on [Instagram](#) and [Twitter](#). Interested parties can also join the conversation in the NYFT Lab group on [LinkedIn](#).

#### **ABOUT SPRINGBOARD ENTERPRISES**

Springboard Enterprises is a resource hub and community of influencers, investors and innovators engaged in helping women build big businesses. Springboard sources, coaches, showcases and supports women-led growth companies seeking investment of financial and human capital for product development and expansion. 562 women-led companies have participated in Springboard's accelerator programs; raising \$6.6 billion, creating tens of thousands of new jobs, and generating billions of dollars in annual revenues. 81% of Springboard companies are still in business as independent or merged entities, including 11 IPOs and many are the technology engines of publicly traded companies.

#### **ABOUT THE PARTNERSHIP FUND FOR NEW YORK CITY**

The Partnership Fund for New York City is the \$110 million investment arm of the Partnership for New York City ([www.pfnyc.org](http://www.pfnyc.org)). The Fund's mission is to engage the City's business leaders to identify and support promising NYC-based entrepreneurs in both the for-profit and non-profit sectors to create jobs, spur new business and expand opportunities for New Yorkers to participate in the City's economy. The Fund is governed by a Board of Directors co-chaired by Charles "Chip" Kaye, co-chief executive officer of Warburg Pincus, and Tarek Sherif, Chairman and CEO of Medidata. Maria Gotsch serves as President and CEO of the Fund.

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