

NEWS

## IMG Fashion Announced Fashion Week Changes in New York City, Miami

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There are some big changes in store for fashion week events taking place in two U.S. cities.

On Monday, IMG Fashion shared its plans to outsource production of its Mercedes-Benz Fashion Week events in New York and Miami with designers, WWD reported.

Longtime New York City-based IMG Fashion production staffers **Christina Neault** and **Jason Brandt**, as well as **Heather Stamm**, have been laid off as a result of this outsourcing.

According to an email from senior vice president and managing director **Catherine Bennett** of IMG Fashion & Retail Properties, **Taryn**

**O'Meara** will help through the transition. These decisions to outsource work and layoff employees were made after completing comprehensive due diligence, Bennett wrote.

"We view this as a key step in transforming our business and major progress towards delivering our vision: Our vision is to be the global gateway of fashion. We aim to inspire, present and unite fashion's key constituents from creation to end consumer," Bennett said in the email.

"As part of this transformation, it was necessary for IMG Fashion to immediately reduce our U.S.-based management production staff. While it's tough to see longtime members of our team leave, we are excited to continue growing our network and strengthening our division."

Other than noting that additional announcements will be made in the coming weeks, an IMG spokesman declined to comment.

In addition to the aforementioned changes, another staffer, **Jarrad Clark**, is now vice president, creative director.

IMG Fashion plans to strengthen its ties to longtime partner **Laurie DeJong and her firm, LDJ Productions**. DeJong will take on a more prominent role and oversee all the key aspects of production for MBFW in New York and Miami.

"LDJ has been providing venue and lobby management for many years and [we] look forward to our expanded role that now consists of overseeing all key areas of production. The IMG Fashion team will be unveiling some exciting plans in the next couple weeks and we look forward to sharing them with the fashion community," DeJong wrote in an email.

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