

**MEDIA ALERT**  
**FOR IMMEDIATE RELEASE**  
**JUNE 9, 2015**

## **Launch of the “Fashion In The Black” Competition**

- WHAT:** Launch of Fashion In The Black™ (FiB) to support the growth of emerging Caribbean & African American Fashion Designers. FiB is an international entrepreneur discovery and development competition that seeks to find the most talented and business savvy designers for placement in the US Markets.
- WHERE:** Holland House  
276 Fifth Avenue, New York, 10001
- WHEN:** Thursday, June 11, 2015 from 6:00 pm – 9:00 pm
- WHY:** The Launch event will kick-off the four months long competition for the most talented designer. The Competition is a unique initiative to provide market-facing support to talented fashion designers, who currently have limited access to mentorship, financing options, buyers and procurement infrastructure. FiB expects to rollout a Growth Accelerator in collaboration with its partner. Subsequent to the Competition Finale on October 1st, the Accelerator will mentor the Top 10 talent over a 12 months.
- WHO:** FiB is a competition created by Go Caribbean! in association with Anchor Strategy Group, A New York Based Diaspora Consulting Firm; GCH an entertainment production, branding and marketing company headed by long time veteran, Neil Lowe and CAFE – Caribbean American Fashion Exchange™, a Fashion marketing and promotion strategy run by Janice Lawrence-Clarke that is focused on incubation of Caribbean and Caribbean Diaspora Fashion companies.
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