

## FOR IMMEDIATE RELEASE

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### **Fashion in the Black VIP Launch Event**

*- Designers accessing a part of the US \$250 Billion Fashion Industry -*

**June 10, 2015 (New York, NY)** – Go Caribbean! In association with Anchor Strategy Group, Gateway Capital Holdings (GCH) and the Caribbean American Fashion Exchange (CAFE), is excited to introduce and present a business focus fashion designer international competition - **Fashion In The Black™ (FiB)**. This game changing and market facing designer competition will be launched on Thursday June 11, 2015 at Holland House, 276 Fifth Avenue, New York. The launch event runs from **6:00 pm to 9:00 pm**. This is a private event for invited guests and VIPs from the Business and Fashion industries along with related Press.

(FiB) is an international entrepreneur discovery and development competition for talented emerging fashion designers of Caribbean and African Diaspora decent and was designed to identify the most talented and business savvy designers for placement in the U.S. Markets. Limited access to mentorship, financing options, buyers and procurement infrastructure are key challenges prohibiting the growth of Caribbean & African American designers. FiB addresses these challenges through partnerships with principle resources from all aspects of the Fashion Industry both in the U.S. and internationally that will provide the Top 10 finalists of the competition with the tools and support that will allow them compete efficiently in the industry. The Top 5 finalists will be supported through a Growth Accelerator for at least 12 months post competition; with the winner fully placed in the market with the needed infrastructure to become a successful brand in the industry.

The launch event will be a significant media affair with confirmed attendees from esteemed media houses such as Ebony Magazine, Hearst Media Group, BET, Bloomberg and Caribbean Life. Special confirmed guest(s) include fashion industry veteran, principle designer of the Nicki Minaj Collection and designer of the K. Milele brands, Kiki Peterson; who will also serve as one for industry judges and advisor to the competition.

#### **ABOUT GO CARIBBEAN!**

Go Caribbean! ([www.gocaribbeanexpo.com](http://www.gocaribbeanexpo.com)) is a strategic platform that was successfully launched in 2014 by Anchor Strategy Group. Go Caribbean! aims to galvanize the economic and social position of Caribbean Americans and the Caribbean region and connect said market with the global marketplace.

#### **ABOUT ANCHOR STRATEGY GROUP**

Anchor Strategy Group ([www.anchorstrllc.com](http://www.anchorstrllc.com)) is a dynamic New York-based firm formed in April 2009. Anchor provides integrated management, financial, and strategic solutions mainly to clients in North America, Africa and the Caribbean.

#### **ABOUT GCH and GCH ADVISORS**

Gateway Capital Holdings LLC and GCH Advisors ([www.gchus.com](http://www.gchus.com)) is an entertainment production, brand development and marketing firm headed by long time veteran, Neil Lowe. GCH has offices in the US, Europe and the Caribbean with numerous alliance across from legal and tax firms to financial services and regulatory bodies globally to support clients within the creative sector.

#### **ABOUT CAFE**

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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