

United Colors of Fashion, Inc.

2015 MEDIA KIT

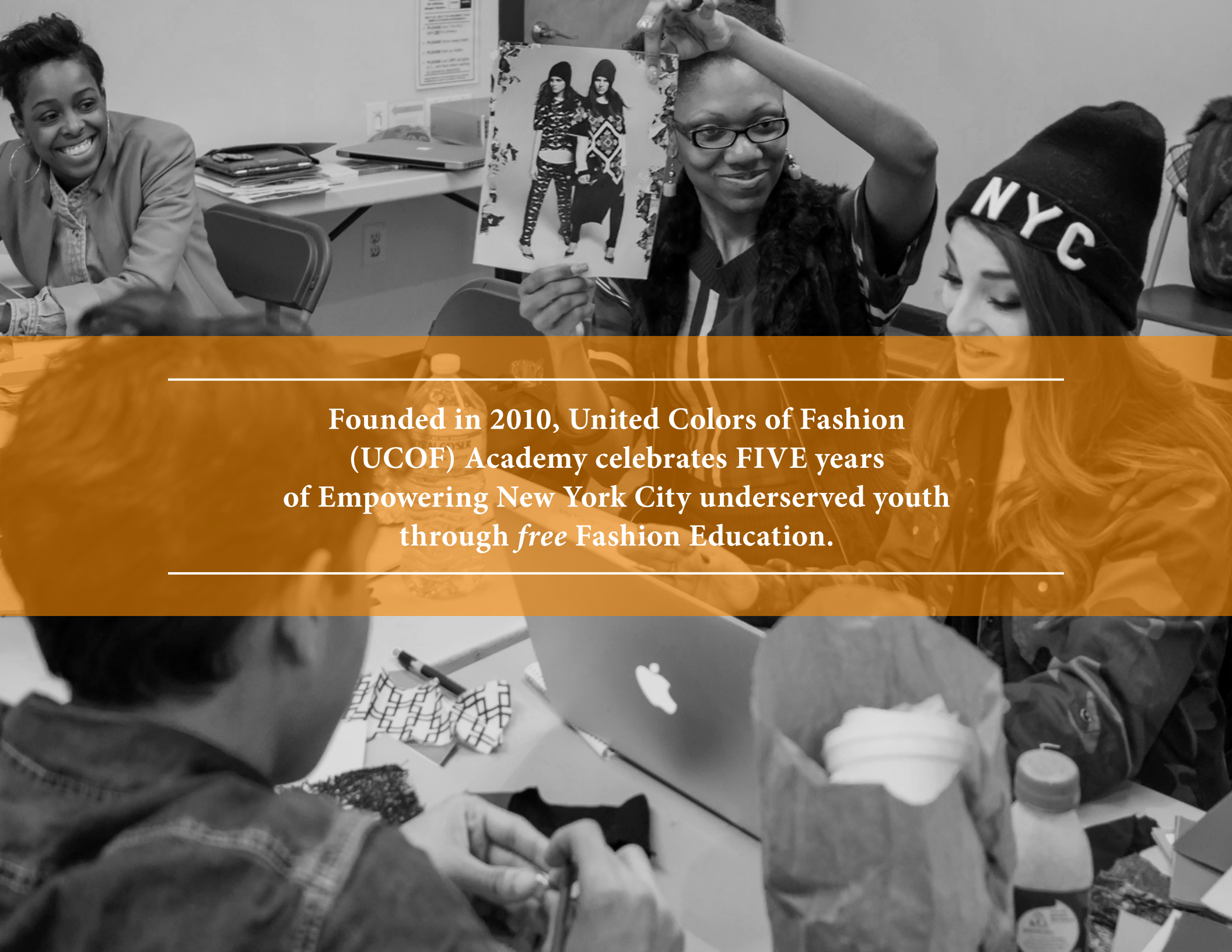


UCOF
ACADEMY



EMPOWERING
YOUTH THROUGH
FASHION EDUCATION

www.ucofacademy.org | 917.266.4171



Founded in 2010, United Colors of Fashion
(UCOF) Academy celebrates FIVE years
of Empowering New York City underserved youth
through *free* Fashion Education.

WHO WE ARE

OUR COMMITMENT

United Colors of Fashion (UCOF), supports NYC middle and high school students by enhancing their academic journey through a fashion lens. We offer them a series of strategic seminars that introduce them to the opportunities in fashion while stressing the importance of written and oral communication, mathematics skills and the value of collaboration. UCOF aims to re-establish an interest in academics for students who often find their school curriculum uninteresting and futile. Fashion is of universal interest to young Millennials and UCOF has created a series of fashion-related seminars to help reinforce academic engagement with students.

Beyond our seminar program, we offer mentoring, workshops, internship opportunities as well as networking events that will offer hands on experiences in an academic and professional setting.

HISTORY

UCOF was created by Founder and President, Ciano Clerjuste. With a passion for art and fashion as a teenager, he hoped to formally study fashion after completion of high school. This hope was sidelined when a family tragedy compelled him to study the more certain field of business in order to support his family. Although his path was redirected, he uses his experience to help youth stay on theirs. UCOF is the metamorphosis of his dream. Under Ciano's spirited direction, UCOF helps visionary youth develop confidence in their abilities and defy their circumstances.

HOW WE ARE DIFFERENT

UCOF is the first registered 501(c)(3) organization in the U.S. to offer FREE Fashion Education to under-resourced youth. We're registered with New York Department of Education, NY Charity Bureau, NY Department of State and the Internal Revenue Services (IRS) under the name of United Colors Of Fashion, Incorporated.



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visionary
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TIMELINE



2010 - 2011

United Colors of Fashion Academy is founded by Ciano Clerjuste and 3 founding board members: Veronica Rovegno, Eleazer Espinosa and Juan Torres



2011 - 2012

Provided fashion workshop and fashion education to 70 students in New York City

Impacted the lives of a total of 150 students.

Reported an Annual revenue of \$52,656 to the IRS



2012 - 2013

As the first recipient of our Achiever of the Year Award, Sade Solomon was granted an all-expenses-paid internship with David Tlale and Sheldon Kopman in South Africa.

250 students received Free Fashion Education

Held annual gala, and had an annual revenue of \$67,656

Funded four programs



2013 - 2014

350 students received free fashion education

Volunteers increased to 40

Raised \$38,305

Created 4 programs



NOW

UCOF is celebrating FIVE years

Offering over six courses

Program is now accessible to High School and Middle School students.

Forming partnership with 4 High Schools and Middle Schools in NYC to offer our fashion seminars in the school.

Making strides to become fully funded

In Five Years



350
STUDENTS



3
COUNTRIES



6
STATES

100%

FUNDED BY
DONATIONS

To date UCOF has changed the lives and nurtured the dreams of 350 youths from the tri-state area.

We have exposed them to the “behind the velvet ropes” experience of the fashion industry by allowing them to intern for some of the best designers in the industry, but more importantly we have given them access to learning.

FASHION EDUCATION

UCOF is proud to offer a rigorous, fashion-focused curriculum to our students. Our Fashion Education Program offers rigorous seminars such as:

1. Fashion Show Production
2. Fashion Styling 1 & 2
3. Event Planning 1 & 2
4. Fashion Magazines
5. Visual Merchandising
6. Elements of Design
7. Fashion Marketing

RESOURCES

1 EDUCATION


With a focus on the fashion industry, our customized seminars stress the importance of reading, writing, oral communication and mathematics skills.

2 SCHOLARSHIPS

We strive to provide and assist with finding financial solutions for our students.

3 ENTREPRENEURIAL DEVELOPMENT

We help students develop leadership skills by building their confidence in themselves and their abilities.



*Educating and
empowering middle
& high school students
to become the next
generation of fashion
professionals*

4 MENTORSHIP & COUNSELING

Students accepted into the program are mentored individually and collectively by instructors and staff.

5 INTERNSHIP OPPORTUNITIES

Our network enables us to help students make valuable connections and find internships within the fashion industry.

A LIFETIME OF IMPACT

United Colors of Fashion
CENTER of
FASHION

UCOF



"UCOF helped expand my horizons and knowledge of the fashion world."

- Nicholas Rodriquez, Technical Designer

"While in the program, I further refined my skills in Adobe Photoshop which aided in providing a path into the fashion industry."

- Rose-Anne Reynolds, Technical Designer

"The knowledge and experience I gained through the UCOF program was equivalent to, and even exceeded, my three years spent at the Fashion Institute of Technology."

- Desiree Patton, Designer

LEADERSHIP



**CIANO CLERJUSTE,
CHAIRMAN &
PRESIDENT**

Ciano is a seasoned finance executive for a leading investment management and retirement solutions group. As the founder of UCOF, he has been leading the organization with his vision since 2010.



**SINDY SAGASTUME,
EXECUTIVE VICE
PRESIDENT**

Sindy is currently the head of Production and Operations for YNM Legwear and Accessories. She is also an entrepreneur, founder of niche shoe brand, The Odd Slipper, and working towards providing fashion for the underserved petite women's market. She brings over 10 years of experience on the business side of fashion.



**MICHAEL PALLADINO,
VP OF EDUCATION**

Michael is currently the Creative & Marketing Director of Mindy Lam Jewelry Collections. He brings over 30 years of experience working in the retail industry and is the Former of Director of Student Life & Adjunct Professor at LIM College and the Former Director of Client & Studio Services at Henri Bendel.



**JAN MALAN, EXECUTIVE PRODUCER &
BOARD MEMBER**

Jan is the director of Umzingeli Productions, one of Africa's leading show producers. Since starting his show production career in 1985, his momentous work, energy and positivity towards the industry has led him to stage high profile productions in 22 countries spread over four continents.



**LOUDIA FERJUSTE,
DIRECTOR OF FINANCE**

Loudia is a Senior Accountant at a leading healthcare company. She is held both Finance and Accounting roles in the Retail and Telecommunication field.



**SANDI BASS,
CASTING DIRECTOR**

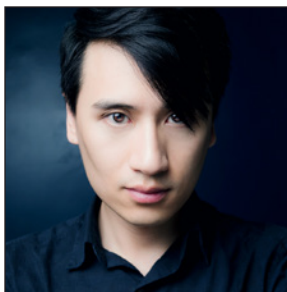
Sandi is an international model scout, having lived the life of a top runway model for 15 years in Paris, Rome and Tokyo and walking the runway for designers such as Valentino, Christian Dior, Karl Lagerfeld, Fendi and the like.

LEADERSHIP

LUAN LUU, DIRECTOR OF PHOTOGRAPHY & IT

Luan is a Photographer, Graphic Designer and seasoned professional in IT Support and Operations.

As the lead Photographer, he arranges photoshoots and manages UCOF's team of volunteer photographers and videographers. He also advises and is consulted upon on all matters related to Information Technology.



DEBBIE LOUIS, DIRECTOR OF EVENTS

Debbie has branded herself to operate in multiple industries. She takes on roles such as a CEO, Image and Event consultant, entrepreneur and philanthropist. As a community organizer, her motivation to work in community affairs is mainly endorsed by her perseverance to help the community with their crucial industrial and organizational needs.



GRETCHEN SUMERA, PR DIRECTOR

Gretchen is an established public relations and communications executive with experience in integrated marketing, brand partnerships and media relations. She has worked with Fortune 100 companies, mission brands and clients in the banking and financial, consumer, corporate, fashion, mission brands, nonprofits, travel and tourism industries. She has managed PR strategies for brands such as 7-Eleven, Chase, Keurig, Lantham Airlines and StubHub.



ESIMA THOMPSON, EXECUTIVE ASSISTANT TO THE PRESIDENT

Esima is an established administrator with over 18 years of experience in executive administration, human resource management and corporate communication. She has worked with international organizations in the oil, gas and non-profit industries, in Africa and the Caribbean. She is currently the Executive Assistant to the Founder.



MAKE A DIFFERENCE. GET INVOLVED.

UCOF is supported by an international team of philanthropically-minded, skilled professionals with backgrounds in education, fashion, the arts, and business, united by the mission to Empowering Youth through Fashion Education. We invite you to join our staff for the opportunity to use your specific skills, talents, education and experiences to positively impact youth in New York. If you're committed to making a difference in the lives of young people through fashion, there's a team for you at UCOF:

- Executive Board
- Board of Advisors
- Finance
- Fundraising
- Sponsorship
- Marketing
- Media
- Event Planning
- Legal/Corporate Law
- Grants Writing
- Fashion Education Instructors
- Graphic Design
- Steering Committee
- Host Committee

While many of our staff members are based in the New York tri-state area, a significant number are scattered across the country and around the world. Each staff member commits about seven hours per week to help run our programs. However, through emails, conference calls and in-person meetings only as needed. Our staff has the flexibility to work for UCOF according to their own schedules.

For more experienced professionals unable to commit seven hours each week, UCOF invites you to apply to join our Board of Advisors where you will be able to use your unique expertise to provide advice and counsel to our staff.

If you are interested in applying for any of our teams, please contact Ciano Clerjuste at (917) 266-4171 or via email at ciano@unitedcolorsoffashion.org

PAST & PRESENT

PARTNERS & SPONSORS

APM MODEL MANAGEMENT
BELLA PUBLIC RELATIONS
BIDTEC EVENT TECHNOLOGY
CLYPE FRAZIER RESTAURANT
COLBY MODELS
COPHA WATCHES
DIRECT
DP PHOTO
ELITE MODEL MANAGEMENT
FASHION ONE
FENTON MOON MODELS
HAIR & THE CITY
HARMONIE LIQUOR
HOT & CRUSHY
IMAGES MANAGEMENT
IMG FASHION
JAN MALAN UMZINGELI
LUAN LUU ATELIER
LUMIERE MAGAZINE
MAJOR MODEL MANAGEMENT
MAKE-UP PRO
MICHAEL WINSTEEN FOUNDATION
MILANO GREEN
MILLEN MAGNES GROUP
MUSE MODELS
MVC MANAGEMNET PRODUCTIONS
NEW YORK MODEL MANAGEMENT
PERAL NAIDOO
PRG
RALPH IDEAS PHOTOGRAPHY
RED MODEL MANAGEMENT
REQUEST MODEL MANAGEMENT
SANDI BASS INTERNATIONAL GROUP
SOUL MODEL MANAGEMENT
SOUTH AFRICAN AIRWAYS
STROHMEIER LIGHTING, INC.
TRUMP
WILHELMINA
WINES OF SOUTH AFRICA

HONOREES & HOSTS

BETHANN HARDISON
DEVYN ABDULLAH
DIONNE WARWICK
FERN MALLIS
JANICE HUFF
MALAN BRETON
MECK KHALFAN
MIKE RUIZ
NIGEL BARKER
PAT CLEVELAND
PHILLIP BLOCH
SANDI BASS



FERN MALLIS
2013 Fashion Icon
of the Year



MALAN BRETON
2014 Fashion Icon
of the Year



PAT CLEVELAND
2013 Lifetime Achievement



NIGEL BARKER
2012 Fashion Icon
of the Year

*A glimpse of fashion
industry elite who
support our mission*



Anatomy of the UCOF Brand Mark

The button and needles within the Brand Mark represent the tools we provide in order to empower youth to achieve their goals through fashion. The two needles are used to signify our commitment of enhancing the academic journey of our students through a fashion lens.

CONTACT INFORMATION:

For Press and Media Inquiries:

Gretchen Sumera, Director of Public Relations

Gretchen@unitedcolorsoffashion.org | 917-266-4171

Fashion Education and Programs:

Michael Palladino, Vice President of Fashion Education

Michael@unitedcolorsoffashion.org | 917-273-3028

For Sponsorship and General Inquiries:

Ciano Clerjuste, President and Chairman

Ciano@unitedcolorsoffashion.org | 917-266-4171