



FFaNY30 1980-2010

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1980 - 2010



founded in 1980, The Fashion Footwear Association of New York, known as FFANY, is a not-for-profit trade association representing footwear companies. It began as a small group of footwear executives who joined forces to better serve their customers, consolidate marketing communication efforts and to promote New York City as a world fashion capital.

Thirty years later, FFANY is a fashion industry force that is well-known for turning the shoe business into show business; part the curtains and discover a devoted service organization. FFANY is proud of its unique position as a standard-setting group that brings together buyers and sellers of fashion footwear and accessories. Its hallmarks are efficiency and effectiveness.

FFANY's primary focus is producing four influential tradeshow each year: The New York Shoe Expo is held at the Hilton New York and other venues as well as at FFANY member showrooms. FFANY continues to work diligently to host shows in the beginning of February, June, August and December, continuing the tradition of four footwear market weeks in the City. Beyond this, FFANY advances a comprehensive philanthropic mission.





Mission

FFANY's mission is to promote and assist the common interests of its members, including over 300 footwear manufacturers that represent over 800 fashion footwear, accessory and related apparel brands.

FFANY is committed to philanthropy and to giving back to its members and the footwear industry. Through the generous donations of member companies and a vital partnership with QVC, FFANY's charitable event "FFANY

Shoes on Sale" has sold over one million pairs of shoes and has donated more than \$32 million for breast cancer research and education. FFANY has reached out to millions of women with an essential message about breast cancer awareness.

FFANY also supports scholarship programs and charitable organizations within the footwear industry, such as the Two Ten Footwear Foundation and Shoes that Fit.

Evolution

FFANY's long-term commitment to NYC became even more apparent when it expanded from two shows to four per year. While there has been some consolidation of brands, the number of permanent shoe showrooms has increased by at least twenty over the past ten years. As companies expand, they look for larger spaces to house their showrooms, spreading fashion's endless enthusiasm across the city. New York

nurtures creative talent. Many brands are born here, creating even more anticipation and fashion buzz. Buyers from around the world are devoted to FFANY's shows not only for the proximity to area showrooms, but also for the convenience of meeting brand reps and discovering trends. Footwear trends may change, but FFANY offers an enduring marketplace. The permanency of footwear fashion in NYC seems assured!





An Interview with Larry Tarica, President of Jimlar Corporation

FFANY was born as a friendly association of visionary industry leaders who were selling and distributing the finest brands in the footwear marketplace. These manufacturers were seeking to consolidate their efforts and committed to helping their client buyers make the most of their time during buying trips to the Big Apple. The goal of consolidating efforts to promote the fashion footwear markets was paramount. This singular direction drove the growth of FFANY and its Board of Directors.

The FFANY Board continued to grow, but it was still made up of fashion footwear companies. Its role was formalized, and over time, the community it created became a lasting one. Committees were formed to address specific issues.

Of his position on FFANY's Board, current Chairman, Larry Tarica, says, "It is not only a terrific opportunity to run markets here in New York City, but it's also a great way to galvanize industry support for breast cancer research."

Beginning in 2007, select retailers were also invited to join the Board. This furthered the professional nature of the association and opened new doors of communication between key players, "making it an even more effective way of presenting ideas and fostering decision making," says Tarica. All parties are able to gain valuable information as well as develop increased respect for each other's efforts. "It really helps to make the markets effective and universal."

Tarica believes that FFANY is fortunate to be housed in New York City. "Fashion footwear and accessories are an important part of the fashion business, and New York is one of the world's great enclaves of fashion. We have three great design schools, retail and merchandising leadership direction for the US and world markets, and New York is a great home base for fashion consumers and tourists." The industry has "made significant investments in educational opportunities that nurture new talent," he adds.

"It is clear that New York City will remain an important fashion capital in the future. It's obvious that creative and business people continue to be drawn here. Fashion collections debut here and the industry continues to invest here, so we have long term confidence in New York."

"FFANY's commitment to service, its sincere effort and efficiency make people feel good about supporting the markets. As the only not for profit entity serving the footwear industry, there are no profit motives. Its large Board is made up of volunteers," says Tarica. "FFANY's dedicated staff asks itself, 'What is the best way to serve the industry?' and does that. It is responsive to what the industry wants and needs, and provides top service at the lowest cost."

Tarica adds, "Joe Moore has been a tremendous leader, providing continuity and an indefatigable spirit. He is able to navigate the industry's complex needs and anticipate change."





FFANY Chairmen

- 1980-1986** | **Dick Jacobson**, *President, FFANY*
- 1987-1988** | **Eli Footer**, *VP, Schwartz & Benjamin*
- 1989-1992** | **Wayne Weaver**, *President, Fisher Camuto*
- 1993-1994** | **David Helpern**, *Chairman, Joan & David*
- 1995-1996** | **Joe Pearce**, *President, Liz Claiborne Shoe Co.*
- 1997-1998** | **Bill Baum**, *President, Via Spiga*
- 1999-2000** | **Scott Silverstein**, *President, Nina*
- 2001-2002** | **Peter Grueterich**, *President, Bruno Magli*
- 2003-2004** | **Daniel Schwartz**, *President & CEO, Schwartz & Benjamin*
- 2005-2006** | **André Assous**, *President & CEO, Andre Assous*
- 2007-2008** | **Ron Fromm**, *President & CEO, Brown Shoe Company*
- 2009-2010** | **Larry Tarica**, *President, Jimlar Corporation*

FFANY SPANNING 30 YEARS



1983

FFANY funded "Footwear Laboratory" at the Fashion Institute of Technology.

The New York City Opera became the first stateside company to use "supertitles," thereby demystifying the spectacle for new audiences.

High heeled pumps ruled the business day, though some commuted in tennis shoes.

1987

The first Fashion Medal of Honor event was held.

In October, the stock market staggered; the term "Black Tuesday" was coined.

Hemlines fell and heels were low, following an old adage that hems and heels are lower during a recession.

1994

Shoes on Sale launched in a tent in Central Park; in 1995, QVC partnered with FFANY on the annual benefit.

The New York Rangers won the Stanley Cup after a 54-year dry spell.

and the Grunge-style "really big shoe" (like Doc Martens) ruled youth's fashion roost . . .

1980

The Fashion Footwear Association of New York was formed.

The NYC "Street Art" movement was born by artists such as Keith Haring, Jean-Michel Basquiat and art collective Avant. Sixty cents bought a subway token.

Slouch boots slunk into style as nothing came between Brooke and her Calvins--even though some stations banned the TV ad!

1985

FFANY was officially incorporated.

Madonna's "Like a Virgin" concert at Radio City Music Hall sold 17,672 tickets in just 34 minutes, a record.

The stiletto was in vogue, as were Madonna's black dance boots.

1991

FFANY held a celebrity shoe auction benefiting AIDS research. NYC was declared the safest large city in the US.

Grunge rocked popular culture . . .





2000

FFANY moved to its current office, 1414 Avenue of the Americas. In 2002, Bill Clinton attends the "FFANY Shoes on Sale" gala event and Melanie Griffith hosts at Chelsea Piers. "Cats" closed after 18 'purfect' Broadway seasons.

The new century saw a boost in sales of casual shoe styles such as sandals and boots.

2007

The FFANY Board of Directors expanded to include retailers, a first for the footwear industry; in 2008, FFANY added two more shows, bringing the total to four annually.

Financial markets stumbled . . . again.

Saks Fifth Avenue New York Flagship store unveiled its new shoe salon, boasting its very own zip code – 10022-SHOE.

2010

FFANY celebrates 30 years of serving the footwear industry. The late Jodi Fisher, visionary co-founder of "FFANY Shoes on Sale" is honored and Humanitarian awards go to Ron Fromm and Sidney Kimmel. NYC remains the Fashion Footwear capital of the world.

NYC's history is being written every day.

What fashion footwear trend will be next? Find out at FFANY shows!

1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

1998

FFANY President Dick Jacobson retired. The final Fashion Medal of Honor was held. In 1999, Joe Moore became FFANY's new president and CEO.

The Yankees claimed their 24th world series.

In 1999 Zappos.com was founded, changing footwear retailing forever as the first major online shoe retailer becomes mainstream. Meanwhile, luxe leathers made a timely return.

2003

Shoes on Sale marked its 10th anniversary and FFANY celebrates its 25th anniversary. In 2004, FFANY sponsored the Footwear News Hall of Fame and Achievement Awards, and continues to do so annually until the present.

Harmony prevailed during the major blackout in August, 2003. (There were just 850 arrests as compared to 3,776 during the 1977 power failure.)

Long walks home caused many people to yearn for sneakers! Luckily, fashionable flats had already been speeding out of stores.

2009

QVC presents FFANY Shoes on Sale reached a 16-year milestone – since inception over a million pairs of shoes sold and more than \$32 million has been donated to breast cancer research and education. FFANY unveiled a new website.

Financial markets struggled to rebound.

No recession in hems or heels this time around! Sky high gladiator sandals ruled...and oh, those armadillos! Some fitness-istas laced up Shape Ups.



FFANY AND QVC PRESENT “FFANY SHOES ON SALE”



From its beginnings in 1994 under a tent in Central Park to this year's gala at Home of Jazz at Lincoln Center, this powerhouse partnership fundraiser garners crucial research dollars and boosts awareness. Spokespeople from across the media spectrum help to get the important word out and the great shoes on!

Beneficiaries: _____



TO SUPPORT BREAST CANCER RESEARCH



FFANY is proud to have Fergie as the 2010 spokesperson for the 17th annual QVC presents "FFANY Shoes on Sale".

FFANY AND QVC PRESENT "FFANY SHOES ON SALE"



Give Breast Cancer the Boot.
On the Set

QVC FFANY SHOES ON SALE

QVC

QVC

THIS COULD BE THE SHOE THAT SAVED MY LIFE.

One of the reasons Wendy Green created a shoe store was because of the gap of research regarding "Heel" shoes on feet. Thousands of beautiful shoes are sold in the marketplace, but most of them are not designed to support the foot. Wendy Green's research led her to create a shoe that is designed to support the foot. Wendy Green's research led her to create a shoe that is designed to support the foot.

WATCH WEDNESDAY, OCTOBER 17, 7-10PM ET ON QVC

QVC



2010 BOARD OF DIRECTORS

BOARD TITLE	NAME	TITLE	COMPANY
<i>Chairman</i>	Larry Tarica	President	<i>Jimlar Corporation</i>
<i>Vice Chairman</i>	Daniel Schwartz	CEO	<i>Schwartz & Benjamin, Inc.</i>
<i>President</i>	Joseph Moore	President & CEO	<i>FFANY</i>
<i>Treasurer</i>	Scott Silverstein	CEO	<i>Nina Footwear</i>
<i>Secretary</i>	Jim Issler	President & CEO	<i>H.H. Brown Shoe Co., Inc.</i>
	André Assous	President	<i>Ahhh... André Inc.</i>
	Rick Ausick	Division President—Famous Footwear	<i>Brown Shoe Company</i>
	Anna Bakst	President, Shoes & Accessories	<i>Michael Kors Corporation</i>
	Joe Brennan	VP, Shoes	<i>Dillard's</i>
	Julee Butler	VP, DMM, Ladies Shoes	<i>Neiman Marcus</i>
	Vince Camuto	Chairman & CEO	<i>Camuto Group</i>
	Andrew Cohen	CEO	<i>Nine West Footwear Corp.</i>
	Greg Connors	President	<i>White Mountain</i>
	Ron Fromm	Chairman & CEO	<i>Brown Shoe Company</i>
	Sofia Haberman	Divisional VP, Shoes	<i>Macy's Inc.</i>
	Debbie King	VP, DMM, Women's Shoes	<i>Bloomingdale's</i>
	Blake Krueger	CEO & President	<i>Wolverine World Wide, Inc.</i>
	Steve Madden	Founder, Creative & Design Chief	<i>Steve Madden</i>
	Tracy Margolies	VP, DMM, Women's Shoes	<i>Saks Fifth Avenue</i>
	Dave McTague	CEO	<i>Cole Haan</i>
	Scott Meden	EVP, GMM Shoe Division	<i>Nordstrom</i>
	Tsering Namgyal	President	<i>CL by Laundry</i>
	David Neri	Executive VP	<i>Belk</i>
	Tim O'Donovan	Chairman	<i>Wolverine World Wide, Inc.</i>
	Tony Pelle	Group VP, DMM	<i>Macy's, Inc.</i>
	Donald J. Pliner	Owner & CEO	<i>Donald J. Pliner of Florida, Inc.</i>
	Chuck Schuyler	President	<i>National Shoe Retailers Assoc.</i>
	Stuart Weitzman	Chairman	<i>Stuart Weitzman</i>

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