

STAN HERMAN

The three-time Coty award-winning designer Stan Herman is truly a pioneering man. Not only was he the President of the Council of Fashion Designers of America for sixteen years, but also the founding president of 7th on Sixth Corporation; the fashion shows in Bryant Park. With KOMAR, Stan has incorporated his ready-to-wear design savvy to become America's foremost designer of robes and loungewear.

His comfortable, lifestyle driven products can be found on QVC, QVCUK, QVCItaly. After over 24 years on air he has built a return customer base of over 300,000 people and has sold over \$150 million worth of robes alone. Furthermore as the leading uniform designer in the world his uniforms arguably cover more bodies than any other single designer.

As a pioneer in the industry, Stan popularized "fashion at a price" with his Mr. Mort label; a label sought by vintage collectors today. When most designers were relegated to backrooms, he served as a spokesman for the creative side of the industry, championing designer names on labels, and watching out for the good of his colleagues. He was on the vanguard of designer boutiques with Bloomingdale's, Saks Fifth Avenue, and in-store designer partnerships with Henri Bendel.

Mr. Herman popularized the Designer Uniform. His list of corporate clients has included many of the world's leading corporations. FedEx, Jet Blue, United Airlines, TWA, U.S. Airways McDonald's, and Amtrak, Avis, Humana, RCCL, and Securitas along with Las Vegas Hotels including Paris, MGM Grand, Monte Carlo and Mandalay Bay. He just launched the redesign for the newly re-opened Regency Hotel as well as the rest of the Loews Hotel system. He has redesigned the next look for FedEx and the new JetBlue uniform.

Historically, he presented the first walking shorts to the corporate world, and the first knitted shirts to meet the quality demands of uniform wearability. As a leader in innovation, he keeps his programs at the forefront by using technologically advanced fabrics and following the consumers' interests from a retail standpoint to make sure that the uniform is in line with not only what an employee expects his clothing to be but anticipate the next generation of fit and comfort. The branding positions of accounts such as FedEx have benefited from the studios blending of ready-to-wear clothing with the needs of uniform apparel.

As President of the CFDA, Stan was instrumental in their humanitarian fund raising efforts as well. The launch of "Fashion Targets Breast Cancer" and ongoing efforts, have raised millions for research. Additionally, under his direction, the CFDA has been a leader in benefiting education and fighting AIDS. He sits on the boards of both The Garment District Bid, and the Bryant Park Corporation.

He has been honored with the CFDA's most prestigious lifetime achievement award for his advancement of American Fashion, as well as Lifetime recognition from the Dallas Market for his career in fashion, and GMHC for his pioneering efforts in the fight against HIV/AIDS.