

WOMENSWEAR

# CAIR COLLECTIVE

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Designers Amy Yu Chen and **Claudia Poh** are behind the Cair Collective design firm focused on innovation and inclusivity and smart fashion that applies inclusive design principles.

The two were recipients of the Hugo Boss Scholarship Award, AARP Social Innovation Award and the Parsons Designer of the Year of 2018 for Social Innovation Award. The pair was also selected for the XRC Lab's Young Entrepreneurs Program and Fjord Immersion Program.





## AUGUST | FJORD SUMMER IMMERSION

Through Fjord’s one-week Human Centered Design Immersion Program, selected graduates of the CFDA’s Educational Initiatives are embedded in Design Studies (Fjord’s method of looking at the innovation process) working directly with the Fjord team at the firm’s New York studio.

The FFGS 2018 Designers and Parsons graduates Amy Yu Chen and **Claudia Poh** of Cair Collective were selected to participate in one-week immersions hosted in August. **Claudia** and Amy spent a week with the Fjord team exploring complex topics around decision-making and the impact of our choices as members of society. The study was incredibly nuanced and broad-ranging. **Claudia** and Amy accepted this challenge and really pushed the study forward, generating valuable insights about how we contextualize decisions, simple ways to help people understand impact, and how we can help frame choices for people in new ways.

CFDA’s partnership with Accenture includes creating talent-development programs for today’s designers with Fjord, and design and innovation from Accenture Interactive. The Fjord immersion program is part of a broader collaboration between Accenture and CFDA to help shape how the fashion industry integrates consumer insights into business practices.

## HOPE & HEROES FASHION CHALLENGE

Hope & Heroes supports the life-saving work of Columbia University Medical Center, where researchers and clinicians are revolutionizing the treatment and care of children with cancer and blood disorders. Funding from Hope & Heroes supports state-of-the-art clinical care, pioneering research, the future of cancer treatment, and care for patients in financial need.

The CFDA supported Hope & Heroes by connecting American fashion designers with the organization, and putting out a call to action for the challenge. Stacey Bendet of Alice + Olivia won the challenge. Each participating designer was recognized at the Hope & Heroes Annual Gala on Thursday, November 8, at the Lighthouse at Chelsea Piers, in New York.