



State University
of New York

2018-2019

annual report

75 years of innovation



Letter from the President

**“Otatio minctotati dico
temossunt, odi volupide
nimus dolorro eiumqui
simporpore voluptaque
Emporatum harunditer
itium seni illes et eater.”**

Cius, que dipienduntio etur? Imilles cipiciatem ati repro etur? Soloriam voloriae. Miniet quae pro cum consequid quia sit etur, et aborem quidem restemp ersped ut apis ea nostemquiasi comnissimus dempore nitioarium nosaectur malhicae incid untur, omnis que quiatio vollaute plitaecatam ex et lab incti ati secti rerrunt as a vitaspi tatectur, inulpa quae pellupta volenis eiciend aerumque vita qui to et eos nonseque venet, serum fugia cus si optassimin pellandam, que nos accab incil molorerum eatur?

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Quiatur, cus anihillest aperiores sanis et esed quas dest apercil labores tibuscipsus nimodiatione quo ereperum ulliquamspism et que voluptur simi, sus modit, sandae labo. Hendae ex eatur, volor resenim porpos aut vitinct endandit, eturibus alibeat issitium quos evendic to erum es autem ulliquamspis ma id et od que omnis adi, ipsum ea atur autasimus quaecaectur aut harum fuga. Facea illam ulliquamspis tem rehentet quodm ulliquamspis tores et qui ut es eati non pro quo et, utas est.



A handwritten signature in black ink, appearing to read "Dr. Joyce F. Brown".

Dr. Joyce F. Brown

Introduction

FIT has been teaching, influencing, and advancing unconventional thinking for 75 years. The history of this institution—spanning a period of immense global change, from World War II to the Digital Age—reflects our ability to remain relevant across the decades. We embrace innovations in pedagogy to meet the intersecting needs of students and industry. We pioneer next-generation technology. Riding the waves of the creative economy, we move in sync with contemporary culture and global trends.

Over the last three-quarters of a century FIT has defied expectations—and made an indelible mark. We're undeniably proud of our ever-expanding relationships with leaders in the creative industries—and equally proud of our vast international reach, the positive impact we have had on generations of students, and the dazzling design and business ideas we've set in motion.

Our anniversary reminds us of the surprising fact that FIT began with just 100 students, in space borrowed from the Central High School of Needle Trades. Today's vibrant campus is home to nearly 9,000 students. We remain deeply engaged with our ever-expanding network of approximately 75,000 enterprising alumni, and host countless visitors every year. Our nearly 50 associate's, bachelor's, and master's programs are taught by an accomplished faculty of leading scholars and professionals. The college's extraordinary growth is the product of forward-looking vision and unlimited dedication to a distinctive educational mission.

Today we greet the coming years with absolute confidence. Our focus is on exploring new directions, crossing new frontiers, and ensuring that the 'FIT effect' continues to work its magic. Our ambitious goals are to inspire our community and beyond to think, work, and live more responsibly, originally, and inclusively...to achieve outsize success in academics, design, and business...and to beautify the world with an irresistible splash of FIT style.

While we always look to the future, we also celebrate our history and continue to build on our traditions. In honor of this significant anniversary, we invite you to join us in taking a look back. From thousands of worthy possibilities, we have selected 75 favorite things from the last 75 years. Each one has at some point made us smile, cheer, reflect, or even dab a nostalgic tear. We hope they touch you in these ways too.

Here's to the next 75 years of FIT!



timeline	8
75 years / 75 things	14
highlights	32
donors	39
financials	45
facts and administration	54

Milestones Timeline

FIT—part of the State University of New York—has been a leader in career education in art, design, business, and technology for 75 years. The college offers an uncommon blend of hands-on experience and academic theory, and provides a foundation in arts and sciences.

FIT's wide range of affordable programs foster both innovation and collaboration. While we draw heavily on our New York City location to provide a vibrant, creative community in which to learn, our reputation for academic excellence and industry influence extends globally. FIT offers nearly 50 majors and grants AAS, BFA, BS, MA, MFA, and MPS degrees, preparing students for professional success and leadership in the creative economy.

This timeline chronicles major milestones in FIT's history.

To promote education for the apparel industry, Dr. Mortimer C. Ritter, a menswear designer and educator, and Max Meyer, a retired apparel manufacturer, created the Educational Foundation for the Apparel Industries. The foundation soon obtained a charter from the New York State Board of Regents to establish a “fashion institute of technology and design” for high school graduates. FIT opened its doors—to 100 students—on the top two floors of the Central High School of Needle Trades, now the High School of Fashion Industries.

Lawrence L. Bethel, a veteran community college administrator, is appointed FIT’s second president.

FIT receives accreditation from the Middle States Association of Colleges and Schools, now the Middle States Commission on Higher Education.

FIT moves into its first real home—a nine-story building planned for 1,200 students. The auditorium is named for cloak and suit manufacturer Morris W. Haft and his wife, Fannie B. Haft.

Lawrence L. Jarvie—formerly SUNY’s executive dean for two-year colleges—is appointed FIT’s third president.

The student body grows to 4,000, and the college’s curriculum expands to include subjects like interior design, photography, and advertising.

Groundbreaking is held for four new campus buildings. It is attended by New York City Mayor John Lindsay and David Dubinsky, former president of the ILGWU, for whom the Eighth Avenue building will be named.

The Brooklyn Museum’s costume and textile collections (Edward C. Blum Design Laboratory) are loaned to FIT to launch the Design Laboratory, now The Museum at FIT, one of the world’s largest collections of fashion and textiles.

Marvin Feldman, educator and administrator, is appointed FIT’s fourth president. During his 21-year tenure, enrollment more than doubles from 5,000 to 12,000, and the number of campus buildings increases from two to eight.

The State University of New York (SUNY) system is established. Community colleges within the university system are authorized.

1946 1948 1950 1951 1953 1957 1958 1959 1962 1963 1966 1967 1969 1971 1974 1975

FIT opens its Evening Division, making industry education possible for working people.

FIT’s first research project is initiated, to study seams and the pressing qualities of five new synthetic fabrics. This begins an institutional commitment to research and innovation.

On Seventh Avenue and West 27th Street—the heart of the Garment District—ground is broken and the cornerstone laid for FIT’s first building. (It was named the Marvin Feldman Center in 1993.)

FIT’s first student residence hall opens, named for Isidore Nagler, an FIT trustee and vice president of the International Ladies’ Garment Workers’ Union (ILGWU).

The United College Employees of FIT/American Federation of Teachers Local 3457, New York State’s first public higher education union, was founded in 1967. By covering not only full-time faculty but staff and part-time employees, FIT’s contract became a model for college unions across the country. It remains the only New York college contract that is so inclusive.

Named for the executive director of the Educational Foundation, the Shirley Goodman Resource Center opens. Goodman had helped draft legislation to establish FIT as part of the SUNY system. FIT’s campus continues to grow with the opening of the Art and Design Center, on Seventh Avenue.

Dr. Mortimer C. Ritter is named FIT’s first president. With 400 day students and 1,000 evening students, FIT becomes SUNY’s second community college and New York City’s first community college. It offers two majors, Design (with programs in apparel, millinery, and textiles) and Scientific Management (focusing on business), along with a liberal arts curriculum.

A New York State Education Department amendment authorizes FIT to grant Bachelor of Fine Arts and Bachelor of Science degrees. Coed Hall, FIT’s second residence hall, opens. David Dubinsky Student Center, a building named for the renowned labor leader, opens.

1976

The School of Art and Design is accredited by the National Association of Schools of Art and Design (NASAD).

1979

FIT is authorized by the state to grant master's degrees.

FIT's Business and Liberal Arts Center—its fifth academic building—opens.
The college's first bachelor's degree programs are offered.

1984

FIT establishes affiliation with Politecnico Internazionale della Moda in Florence, Italy.
The Art and Design Center is named for Fred P. Pomerantz, founder of the Leslie Fay Company.

1986

Alumni Hall, FIT's third residence hall, opens.

1987

FIT assists in establishing a fashion college in China, the Zhejiang Institute of Fashion Technology (ZIFT).

1988

Dr. Joyce F. Brown is appointed FIT's sixth president—the first woman and the first African American to hold this office.

1992

Allan F. Hershfield, an academic administrator and professor, becomes FIT's fifth president.
The Computer-Aided Design and Communications facility is completed. It is named for Peter G. Scotese, former chairman and CEO of Springs Industries and then-chair of FIT's Board of Trustees (now trustee emeritus).
The college's first building is named in honor of Marvin Feldman, FIT's president from 1971 to 1992.

1998

FIT receives a \$10 million gift from Jay and Patty Baker. It is the college's single largest gift. Jay H. Baker was president of Kohl's Department Stores from 1986 to 1999.

2000

2001

FIT partners with Istanbul Technical University to establish fashion degree programs in Turkey.

2003

FIT announces its first School of Liberal Arts degree program, Visual Art Management, now Art History and Museum Professions.
The Conference Center at FIT opens, and the John E. Reeves Great Hall is dedicated. Reeves was chairman and CEO of Reeves Brothers, Inc., a Manhattan textile manufacturer.

2005

FIT and Politecnico di Milano partner to launch a fashion design BFA; the program offers one year of study in Milan.

2006

Located in Hudson Yards, the George S. and Mariana Kaufman Hall, opens. It is FIT's fourth, and largest, student residence, doubling the college's housing capacity.

2007

FIT introduces minors offered through the School of Liberal Arts.
SUNY and the New York State Education Department approve a new Bachelor of Science program in Entrepreneurship for the Fashion and Design Industries.

2010

FIT introduces a Master of Fine Arts program in Fashion Design.
FIT launches degree programs in Fashion Business Management and Fashion Design at SUNY Korea, the first American university in Korea.
In partnership with Infor, a global enterprise software company, the college launches the FIT/Infor DTech Lab, a research and design laboratory and incubator, part of the college's strategic innovation initiative.

2012

The New York City Economic Development Corporation and FIT partner to create Design Entrepreneurs NYC, a program that prepares emerging New York City fashion designers to advance their businesses.
The Museum at FIT is accredited by the American Alliance of Museums.

2017

FIT establishes a Center for Innovation at the Brooklyn Navy Yard, to enable faculty and alumni to work on independent projects.

2019

FRED P. POMERANTZ

Born in New York City in 1903, Fred Pomerantz started working before the age of 11 for a firm manufacturing coats and suits. His lifelong interest in the apparel industry culminated in his 1938 launch of Leslie Fay, Inc., followed by Joan Leslie, Inc., run by his son John. From 1967 to 1978, Fred Pomerantz served on the board of directors of FIT's Educational Foundation for the Fashion Industries. After his death, the Fred P. Pomerantz Art and Design Center building was named for him in recognition of a donation from his son, John J. Pomerantz, FIT trustee emeritus and FIT Foundation chairman emeritus.



35

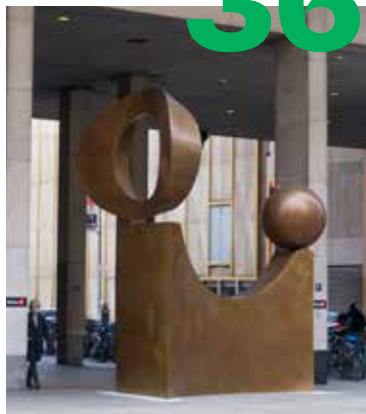
THE ROAR OF THE TIGER

Stitch the Tiger—FIT's official mascot—raises school spirit everywhere students gather, and beyond.



39

36



KEEPING AN EYE ON FASHION

Robert Cronbach's bronze sculpture *Eye of Fashion*, on Seventh Avenue outside the Goodman Center, was removed for renovation by Wilson Conservation, a company co-co-owned by FIT alumna Jackie Blumenthal Wilson, in March 2017 and reinstalled in September 2018 with a repaired armature and refreshed, gleaming patina.



37

CREATIVE MINDS AT WORK

Original ideas and technical proficiency have always been hallmarks of FIT students' work.



38

FABRIC TO COMPOST AND PLANTS TO DYE

Textile Development and Marketing Associate Professor Ajoy Sarkar's research includes investigating whether plants used to produce natural dyes grow better when composted fabric waste is incorporated into the soil. This could potentially aid in reducing two harmful environmental impacts of textile manufacturing: pollution caused by toxic dyes and enormous amounts of fabric waste ending up in landfills.



40

JOHN REEVES

John E. Reeves, former chairman of Reeves Brothers, Inc., a Manhattan textile manufacturer, was president of the American Textile Manufacturers Institute from 1973 to 1974. His son J.E. Reeves was present when FIT's Great Hall was named in his memory.

41



FIT VISITORS 1974–1983

- | | | | |
|----------------------|---|---------------------------------|----------------------------|
| 1 MARY MCFADDEN | 5 PIERRE CARDIN WITH ROBERT L. GREEN 1976 | 9 STEPHEN BURROWS | 13 GLORIA VANDERBILT |
| 2 HALSTON | 6 ZANDRA RHODES 1979 | 10 BILL BLOSS 1976 | 14 ANTONIO LOPEZ 1981 |
| 3 PAULINE TRIGÈRE | 7 BONNIE CASHIN 1980 | 11 ARCHBISHOP DESMOND TUTU 1984 | 15 OSCAR DE LA RENTA 1975 |
| 4 LIZ CLAIBORNE 1982 | 8 DONNA KARAN | 12 JHANE BARNES | 16 YVES SAINT LAURENT 1983 |
| | | | 17 TONY CHI |

RES HALL LIFE

FIT students can choose to live in one of FIT's four residence halls, where some of the best friendships and memories are made. [1962 pajama party]



MEETING THE BIODESIGN CHALLENGE

The Biodesign Challenge asks college students to envision new ways to harness living systems and biotechnology. In 2016, an FIT team won the inaugural competition with Algiknit, an innovative, sustainable fiber made of kelp. The following year, Team #GROWAPAIR literally "grew" a pair of baby shoes from microbial cellulose, mycelium (from mushrooms), and pineapple. In 2018, Team Werewolf explored a new class of textile fibers sourced from human cheek cells, while Team Flora Fur used milkweed and flax to create a luxurious "fur" entirely from plant material.

44



43

THE FUTURE OF RETAIL

The Future Retail Challenge is an international competition that requires students to demonstrate innovative retail strategy and business thinking. They travel abroad to present their plan to leading executives attending the annual World Retail Congress. School of Business and Technology students have been participating in—and often winning—this prestigious competition since its inception.

NEED SOMETHING HERE!

ghvds gvh dgvh hk vhdskj vhdjks HVjdkshvd sjkV hdjs hvvfdzding to alumna Norma Kamali, Fashion Illustration '65, the way to stay in business is to “design in the context of the times you live in.” Many of

45 **NEED IMAGE**



LOCO FOR LOGOS

FIT seals and logos through the decades. The current one, a classic design created in 1999 by the noted graphic designer Michael Bierut of Pentagram, stands the test of time.



48

GEORGE S. KAUFMAN

Longtime FIT trustee George S. Kaufman was a New York real estate developer, civic leader, philanthropist, and former chairman of the Kaufman Organization and Kaufman Astoria Studios. A \$4 million gift from Kaufman and wife Mariana enabled the conversion of an old Hudson Yards building into a residence for 1,100 students, easing a severe campus housing shortage. FIT honored the couple by naming the facility the George S. and Mariana Kaufman Residence Hall.

A FORCE IN FASHION

More than half a million Instagram followers know Nina Garcia as an influential, media-savvy fashion maven and editor-in-chief of *Elle*. The rest of the world knows her as the judge to watch on *Project Runway*, in which she has starred since its first season in 2004. Born in Colombia and educated at FIT, Garcia leveraged her FIT internships to forge connections, build relationships...and make fashion history.



46



49

TESTING GROUND

Opened in 2010, FIT's state-of-the-art textile testing lab is where students from ten business and design majors learn how to test fabrics—adhering to current industry guidelines—for durability, flammability, color transference, wrinkle-resistance, and more.

EXHIBITIONISM: 50 YEARS OF THE MUSEUM AT FIT

To celebrate its half-century anniversary in 2019, The Museum at FIT reprised 33 of its most influential, groundbreaking shows with *Exhibitionism: 50 Years of The Museum at FIT*. Founded in 1969 as the Design Laboratory at FIT, the museum is dedicated to showing fashion “fashionably”—often employing dramatic sets and mixed media—and to using fashion as a lens through which to examine the culture at large.



51

COLOR US FABULOUS

Hue—the stylish, award-winning magazine for FIT’s community, alumni, and friends—debuted in 2007. Published three times a year by the Division of Communications and External Relations, *Hue* offers creative content running from inspiring alumni and student profiles to provocative explorations of artistic and technological processes. The magazine’s goal is to engender pride in FIT—and represent the college’s unconventional spirit.

WHERE WORK IS PLAY

FIT’s Toy Design lab supports the program’s curriculum with four distinct areas essential to developing and creating well designed products: a main space housing fabric and product libraries as well as sewing machines for making plush toy prototypes; a machine shop for fabricating three-dimensional hard toy prototypes; a play space for the student designers to interact with children; and a research library.



52



FIT VISITORS 1984–1993

53



- 1 DIANE VON FURSTENBERG 1993
- 2 NORMA KAMALI EARLY 1990S
- 3 ANNETTE GREEN 1993
- 4 BETSEY JOHNSON 1987
- 5 MARC JACOBS 1987
- 6 PETER MAX 1990
- 7 VIDAL SASSOON 1993
- 8 ISAAC MIZRAHI 1988
- 9 GIANNI VERSACE
- 10 PATRICK KELLY 1989
- 11 MICHAEL KORS 1985
- 12 ANNA WINTOUR 1990
- 13 CAROLINA HERRERA EARLY 1990S
- 14 TOMMY HILFINGER LATE 1990S

75 YEARS/ AN ANNIVERSARY PORTRAIT 75 THINGS

An unconventional collection of facts, tidbits, people, history, and nostalgia that combine to tell the FIT story with admiration, affection, and anticipation of the next 75 extraordinary years.

1 UNSTOPPABLE LEADERSHIP

Since its founding, FIT has been led by visionaries: industry reformers, educational pioneers, and vocal supporters of the creative industries. Each FIT president has guided change, inspired learning, and driven growth.

Dr. Mortimer C. Ritter

Sept 1944 - Nov 1951 (director)
Nov 1951 - Sept 1952 (president)

Lawrence L. Bethel

Sept 1953 - Feb 1965

Lawrence L. Jarvie

Jan 1966 - Oct 1970

Marvin Feldman

Sept 1971 - Aug 1992

Allan F. Hershfield

Sept 1992 - Aug 1997

Dr. Joyce F. Brown

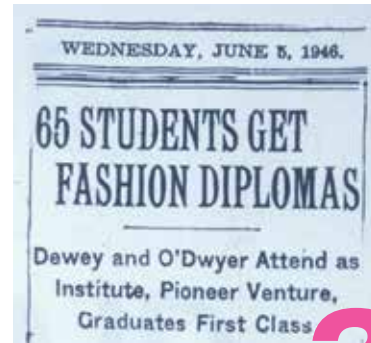
June 1998 - Present

SHIRLEY GOODMAN

A leading figure in public and industrial relations and development, Shirley Goodman joined FIT in 1952 as executive vice president. A driving force behind the institution's evolution, Goodman helped draft the legislation that established FIT as part of SUNY. She later became executive director of the Educational Foundation for the Fashion Industries. FIT honors her memory with the Shirley Goodman Resource Center, housing The Museum at FIT, Gladys Marcus Library, and School of Graduate Studies.



2



3

STILL THRILLING. STILL EXPERIMENTAL.

At FIT's first commencement, Governor Thomas E. Dewey called the school "one of the most thrilling experiments launched in this state in my time."

FIT THEN, FIT NOW

FIT started out in borrowed space in the Central High School of Needle Trades. Today the campus sprawls across a full block on West 27th Street, from Seventh to Eighth avenues (plus a residence hall on West 31st Street—and our reach is international.

4



HATS OFF TO STUDENT MILLINERS

Circa 1950



5



7

PUTTING HIS STAMP ON STAMPS

The U.S. Postal Service asked Professor Kam Mak, assistant chair of Illustration, to create a series of 12 annual stamps to celebrate the Chinese Lunar New Year. Themed around the Chinese zodiac, each extraordinary work represents Mak's native culture through the lens of his personal memories and family traditions.

MARVIN FELDMAN

Marvin Feldman was FIT's eighth president. During his 21-year tenure enrollment rose from 5,000 to 12,000, course and major selections increased dramatically, and the campus grew from two buildings to eight. Under Feldman's direction, FIT began awarding bachelor's and master's degrees in addition to the associate's degree—an extraordinary development for a community college. FIT honored his service by naming the Administration and Technology Center the Marvin Feldman Center.



6

GREEN ROOFS = SMALLER CARBON FOOTPRINT

At FIT, more than an acre of green roofs insulate buildings, reduce cooling and heating use, improve air quality, reduce the campus's carbon footprint, help lessen Manhattan's "heat island effect," and soak up heavy rainfall, preventing sewers from flooding and flowing into nearby rivers. FIT was also the first to meet then-mayor Michael Bloomberg's challenge to New York City's colleges and hospitals to reduce greenhouse gas emissions. Our initial 40 percent carbon footprint reduction was exceeded by our next one: 55 percent, seven years ahead of schedule. We make it easy being green!

THE ART OF GARMENT CONSERVATION

In addition to curating exhibitions, creating publications, offering educational programs, and conducting research, The Museum at FIT's work includes conserving the garments, accessories, and textiles in its extensive collections.



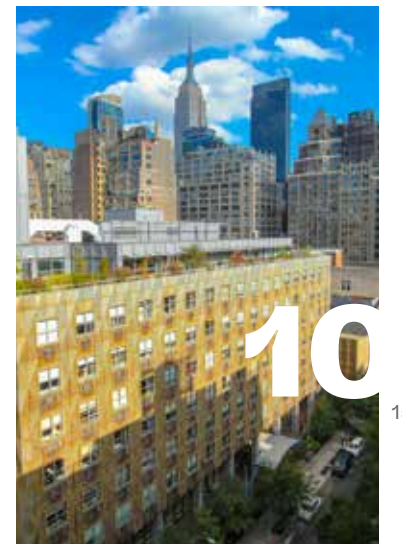
8



9

FIT IS NYC. NYC IS FIT.

FIT is indivisibly connected to the influential people, places, and events that make this city a vibrant world capital.



10

FIT AND MIT RACE INTO TOMORROW

FIT joined forces with MIT and Advanced Functional Fabrics of America (AFFOA) to facilitate the intersection of design and engineering; accelerate innovation in U.S.-based manufacturing involving advanced functional fibers, yarns, and textiles; and potentially create a whole new industry—and workforce—based on breakthroughs in fiber technology and manufacturing. Research by FIT/MIT student teams resulted in concepts for high-performance athletic shoes that are biodegradable, monitor fitness in real time, and help avoid running injuries.



BUSY BEES

With the help of the Honeybee Conservancy, FIT installed two beehives on a campus green roof, helping to maintain New York's honeybee numbers despite a global decline in bee populations. The FIT Hives project also fosters education about bees and their role in the environment.



11



MICHELLE, MICHELLE, AND MILLY

Fashion Design alumna Michelle Smith, founder of the fashion line Milly, had the honor of dressing another Michelle—first lady Michelle Obama—during her husband's administration. Michelle O. wore Milly on the cover of *Essence* magazine, for an appearance on *The Late Show with Stephen Colbert*, and during her final stroll of the White House. But Obama's most enduring look is the Milly dress she wore for her official portrait, by Amy Sherald, which will hang permanently in the National Portrait Gallery.

12

PIN MONEY

French-American couturière Pauline Trigère was a beloved guest speaker at FIT for many years. Trigère would demonstrate her draping technique onstage, quickly creating a coat directly on a model, with nothing but a bolt of fabric, scissors, and pins. When she was done, students would swarm the stage to grab her dropped pins, as keepsakes of the master's breathtaking design performance. [Mildred Custin, President of Bonwit Teller, with Calvin Klein, Bill Blass, and Pauline Trigère.]



NOT PLAYING AROUND

The Athletics Department supports intercollegiate teams—in cross-country, tennis, half-marathon, soccer, swimming and diving, track and field, table tennis, and volleyball—that are nationally competitive. Go Tigers!



13

Katherine Murphy Dead at 58; Bloomingdale Fashion Director

Katherine Murphy Grout, fashion director and a vice president of Bloomingdale's, died Friday night of a heart attack. She was 58 years old and lived at 123 Boulder Terrace, Bronxville, N.Y.



Katherine Murphy.

Professionally known as Katherine Murphy, Mrs. Grout was stricken while waiting on the sidewalk outside the store to be driven to her home. An ambulance was summoned, but she died soon after arriving at New York Hospital.

Mrs. Grout joined Bloomingdale's in 1967 as an executive assistant. She was named fashion director and a vice president in 1972.

Born in Fall River, Mass., Mrs. Grout attended Pembroke College and the Rhode Island School of Design. She began her career in the fashion world as a trainee at Macy's and in the ensuing years worked at Lord & Taylor, Bergdorf Goodman and Bonwit Teller. Before joining Bloomingdale's she was associated with Ellen Brooke in a firm known as Sportswear Couture.

Surviving are her husband, Joseph, a son, Jeffrey, her mother and four brothers. A funeral service will be held on Tuesday at 10 A.M. in St. Joseph's Roman Catholic Church, Bronxville.

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KATIE MURPHY

Katherine Murphy Groat—known professionally as Katie Murphy—had a storied career in retail that started at Macy's and went on to include Lord & Taylor, Bergdorf Goodman, and Bonwit Teller. Murphy ultimately became a vice president and fashion director at Bloomingdale's, and promoted the careers of many emerging designers, including Ralph Lauren and _____. After her untimely death, her many friends and fashion industry colleagues donated funds to name FIT's amphitheater in her honor.

DISTINGUISHED PROFESSORS, DISTINCTIVE DIRECTOR

Among myriad high achievers from SUNY's 64 campuses, FIT proudly counts three of our own as members of the SUNY Distinguished Academy. Two faculty members have achieved the coveted rank of SUNY Distinguished Professor, conferred upon faculty with national or international prominence and an outstanding reputation in their field: Dr. Arthur Kopelman, Science and Mathematics; and Judith Ellis, founder and chair, Toy Design. Dr. Valerie Steele, director and chief curator, The Museum at FIT, received an Honorary Medallion of Distinction, awarded to prominent individuals who have enhanced research, teaching, or service components of SUNY.



19

KNITTING

FIT students often learn on state-of-the-art technology, giving them an edge in the industry. Textile Development and Marketing students use computerized knitting equipment in the Knitting Lab. [Knitting lab, 19XX; Knitting Lab 20XX]



17

18

SMIFF TEST

FIT's industry-standard Annette Green Fragrance Foundation Studio, where students learn to evaluate and create scents, is the only fragrance laboratory on a college campus in the U.S.



20

MORRIS HAFT

Morris Haft played a principal role in the establishment of FIT, and served as chairman of its board of trustees from 1953 to 1968. Haft was co-founder of Morris W. Haft & Bros., known as "the General Motors" of the fashion industry because of its large size. In later years Haft was known for his philanthropy and for his extensive collection of French impressionist and post-impressionist paintings. FIT's Morris W. and Fannie B. Haft Theater is named for him and his wife.



STUDENTS TAKE A STAND

The '60s was a time of political activism on campuses around the country, including FIT. [Vietnam War protest, 1969; XXXXX]



22

FOREVER IN TIME

According to alumna Norma Kamali, Fashion Illustration '65, the way to stay in business is to “design in the context of the times you live in.” Many of her signature looks—the sleeping-bag coat, the jersey suit, the adjustable silk parachute jumpsuit, the high-cut swimwear—remain iconic. Her red one-piece bathing suit, worn by Farrah Fawcett in the famous 1976 poster, is now in the Smithsonian; her work has been collected by MOMA; and the '80s remains defined by her exaggerated shoulder pads. Kamali was the first designer to establish an online store on eBay, and has also produced a fitness, health, and beauty line.

[Caption: Drawing of Kamali by Antonio (Antonio Lopez, illustration '64), who knew Kamali at FIT.]

DYEING FOR A CLEANER ENVIRONMENT

FIT's Natural Dye Garden was created on an FIT rooftop in 2014 as part of a student project on sustainable dyeing practices, which was presented to the Clinton Global Initiative University. The garden's plants—including sunflowers, coreopsis, and marigolds—provide natural, eco-friendly fabric dyes that were used in campus textile research on alternatives to toxic dyes commonly used in industry.



24



26

DAVID DUBINSKY

David Dubinsky, American labor leader, was president of the International Ladies' Garment Workers' Union (ILGWU) between 1932 and 1966. He was a founder of the Congress of Industrial Organizations (CIO), a federation of industrial unions; the American Labor Party; and the Liberal Party of New York. FIT's David Dubinsky Student Center is named in honor of his contributions to the apparel industries and to the rights of working people.



23

KEITH ELLENBOGEN/FACULTY ACHIEVEMENT

Keith Ellenbogen—acclaimed underwater photographer and assistant professor of Photography—has spent more than 500 hours capturing images of local marine life. In collaboration with the Wildlife Conservation Society's New York Aquarium, he produced *Underwater Wildlife New York*, showcasing the region's most fascinating marine species and highlighting the efforts of scientists to support the conservation needs of local marine wildlife and their habitats.



25

BEACH PARTY BINGO

A student-designed fashion party swims to campus, circa 1960.



27

DARK GLAMOUR

Celebrating dangerous fashion—from the streets to the runways—*Gothic: Dark Glamour* was The Museum at FIT’s first exhibition devoted to gothic style. The museum’s acclaimed shows are both informative and entertaining, drawing 100,000 visitors each year.

28

FIT’S FIRST PATENT

FIT received its first patent in November 2019 for “Baby Slips,” a wearable sling that protects newborns during feedings. The project is spearheaded by Joanne Arbuckle, deputy to the president for industry partnerships and collaborative programs, and faculty members Barbara Seggio and Lauren Zodel. Partnering with Montefiore, the University Hospital for Albert Einstein College of Medicine, they developed a solution to the significant increase in “baby slips,” infant falls that occur when caregivers doze off during nighttime feedings. Montefiore says the product has already saved babies’ lives.



29

CIAO, ITALIA!

FIT in Italy offers unique degree programs in Fashion Design and Fashion Business Management on the college’s campuses in Florence and Milan. Students learn on the international stage while being immersed in one of the world’s leading fashion centers.

30

THE GLOW OF NATURAL TALENT

Leslie Blodgett, Cosmetics and Fragrance Marketing ’85, founded bareMinerals, the world’s first natural mineral cosmetics line. Blodgett rocked the national scene by selling her product line on QVC, the biggest home shopping channel, which led to Shiseido acquiring her company, Bare Escentuals, in 2010 for \$1.7 billion.

AMAZING MACE

Once a fearsome weapon, the mace is now a ceremonial object symbolizing the authority of a state or an institution. The FIT mace—designed and crafted by Wendy Yothers, a noted silversmith and member of the Jewelry Design faculty— has an honored place in the college’s commencement exercises.

32



33



34



THE ART OF STUDY

The technology and decor change along with student style, but studying in the Gladys Marcus Library is forever.



31

A WINDOW INTO FIT

Opened in 2018 in the lobby of the Pomerantz Center, FIT’s Art and Design Gallery, on the corner of Seventh Avenue and 27th Street, gives passersby a glimpse of the unconventional work produced by School of Art and Design faculty, students, and alumni, exhibited alongside that of other professional artists. The gallery’s soaring glass façade acts as a window into FIT, connecting the life of the college to the life of the street.



FRED P. POMERANTZ

Born in New York City in 1903, Fred Pomerantz started working before the age of 11 for a firm manufacturing coats and suits. His lifelong interest in the apparel industry culminated in his 1938 launch of Leslie Fay, Inc., followed by Joan Leslie, Inc., run by his son John. From 1967 to 1978, Fred Pomerantz served on the board of directors of FIT's Educational Foundation for the Fashion Industries. After his death, the Fred P. Pomerantz Art and Design Center building was named for him in recognition of a donation from his son, John J. Pomerantz, FIT trustee emeritus and FIT Foundation chairman emeritus.



35

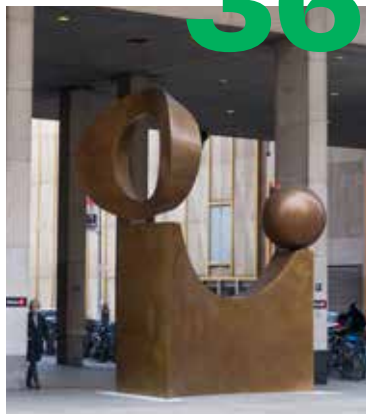
THE ROAR OF THE TIGER

Stitch the Tiger—FIT's official mascot—raises school spirit everywhere students gather, and beyond.



39

36



KEEPING AN EYE ON FASHION

Robert Cronbach's bronze sculpture *Eye of Fashion*, on Seventh Avenue outside the Goodman Center, was removed for renovation by Wilson Conservation, a company co-co-owned by FIT alumna Jackie Blumenthal Wilson, in March 2017 and reinstalled in September 2018 with a repaired armature and refreshed, gleaming patina.



37

CREATIVE MINDS AT WORK

Original ideas and technical proficiency have always been hallmarks of FIT students' work.



40

JOHN REEVES

John E. Reeves, former chairman of Reeves Brothers, Inc., a Manhattan textile manufacturer, was president of the American Textile Manufacturers Institute from 1973 to 1974. His son J.E. Reeves was present when FIT's Great Hall was named in his memory.



38

FABRIC TO COMPOST AND PLANTS TO DYE

Textile Development and Marketing Associate Professor Ajoy Sarkar's research includes investigating whether plants used to produce natural dyes grow better when composted fabric waste is incorporated into the soil. This could potentially aid in reducing two harmful environmental impacts of textile manufacturing: pollution caused by toxic dyes and enormous amounts of fabric waste ending up in landfills.

41



FIT VISITORS 1974–1983

- | | | | |
|----------------------|---|---------------------------------|----------------------------|
| 1 MARY MCFADDEN | 5 PIERRE CARDIN WITH ROBERT L. GREEN 1976 | 9 STEPHEN BURROWS | 13 GLORIA VANDERBILT |
| 2 HALSTON | 6 ZANDRA RHODES 1979 | 10 BILL BLASS 1976 | 14 ANTONIO LOPEZ 1981 |
| 3 PAULINE TRIGÈRE | 7 BONNIE CASHIN 1980 | 11 ARCHBISHOP DESMOND TUTU 1984 | 15 OSCAR DE LA RENTA 1975 |
| 4 LIZ CLAIBORNE 1982 | 8 DONNA KARAN | 12 JHANE BARNES | 16 YVES SAINT LAURENT 1983 |
| | | | 17 TONY CHI |

RES HALL LIFE

FIT students can choose to live in one of FIT's four residence halls, where some of the best friendships and memories are made. [1962 pajama party]



MEETING THE BIODESIGN CHALLENGE

The Biodesign Challenge asks college students to envision new ways to harness living systems and biotechnology. In 2016, an FIT team won the inaugural competition with Algiknit, an innovative, sustainable fiber made of kelp. The following year, Team #GROWAPAIR literally "grew" a pair of baby shoes from microbial cellulose, mycelium (from mushrooms), and pineapple. In 2018, Team Werewolf explored a new class of textile fibers sourced from human cheek cells, while Team Flora Fur used milkweed and flax to create a luxurious "fur" entirely from plant material.

44



43



THE FUTURE OF RETAIL

The Future Retail Challenge is an international competition that requires students to demonstrate innovative retail strategy and business thinking. They travel abroad to present their plan to leading executives attending the annual World Retail Congress. School of Business and Technology students have been participating in—and often winning—this prestigious competition since its inception.

NEED SOMETHING HERE!

ghvds gvh dgvh hk vhdskj vhdjks HVjdkshvd sjkV hdjs hvvfdzding to alumna Norma Kamali, Fashion Illustration '65, the way to stay in business is to “design in the context of the times you live in.” Many of

45 **NEED IMAGE**



LOCO FOR LOGOS

FIT seals and logos through the decades. The current one, a classic design created in 1999 by the noted graphic designer Michael Bierut of Pentagram, stands the test of time.



48

GEORGE S. KAUFMAN

Longtime FIT trustee George S. Kaufman was a New York real estate developer, civic leader, philanthropist, and former chairman of the Kaufman Organization and Kaufman Astoria Studios. A \$4 million gift from Kaufman and wife Mariana enabled the conversion of an old Hudson Yards building into a residence for 1,100 students, easing a severe campus housing shortage. FIT honored the couple by naming the facility the George S. and Mariana Kaufman Residence Hall.

A FORCE IN FASHION

More than half a million Instagram followers know Nina Garcia as an influential, media-savvy fashion maven and editor-in-chief of *Elle*. The rest of the world knows her as the judge to watch on *Project Runway*, in which she has starred since its first season in 2004. Born in Colombia and educated at FIT, Garcia leveraged her FIT internships to forge connections, build relationships...and make fashion history.



46



49

TESTING GROUND

Opened in 2010, FIT's state-of-the-art textile testing lab is where students from ten business and design majors learn how to test fabrics—adhering to current industry guidelines—for durability, flammability, color transference, wrinkle-resistance, and more.

EXHIBITIONISM: 50 YEARS OF THE MUSEUM AT FIT

To celebrate its half-century anniversary in 2019, The Museum at FIT reprised 33 of its most influential, groundbreaking shows with *Exhibitionism: 50 Years of The Museum at FIT*. Founded in 1969 as the Design Laboratory at FIT, the museum is dedicated to showing fashion “fashionably”—often employing dramatic sets and mixed media—and to using fashion as a lens through which to examine the culture at large.



50

WHERE WORK IS PLAY

FIT's Toy Design lab supports the program's curriculum with four distinct areas essential to developing and creating well designed products: a main space housing fabric and product libraries as well as sewing machines for making plush toy prototypes; a machine shop for fabricating three-dimensional hard toy prototypes; a play space for the student designers to interact with children; and a research library.



52

FIT VISITORS 1984–1993

53



- 1 DIANE VON FURSTENBERG 1993
- 2 NORMA KAMALI EARLY 1990S
- 3 ANNETTE GREEN 1993
- 4 BETSEY JOHNSON 1987
- 5 MARC JACOBS 1987
- 6 PETER MAX 1990
- 7 VIDAL SASSOON 1993
- 8 ISAAC MIZRAHI 1988
- 9 GIANNI VERSACE
- 10 PATRICK KELLY 1989
- 11 MICHAEL KORS 1985
- 12 ANNA WINTOUR 1990
- 13 CAROLINA HERRERA EARLY 1990S
- 14 TOMMY HILFINGER LATE 1990S

51

COLOR US FABULOUS

Hue—the stylish, award-winning magazine for FIT's community, alumni, and friends—debuted in 2007. Published three times a year by the Division of Communications and External Relations, *Hue* offers creative content running from inspiring alumni and student profiles to provocative explorations of artistic and technological processes. The magazine's goal is to engender pride in FIT—and represent the college's unconventional spirit.



SOUL FASHION

Gvfdja vfdj jkfd
ajvk dfajvk dfjak
vjdfka lvjdflla jvkli,
Fashion Illustration
'65, the way to st



54



55



ICONIC ALUMNI

Superstar designers—and FIT alums—Stephen Burrows and Calvin Klein shared the 1973 Coty Award for best women’s wear. Burrows was the first black designer to win a Coty, and was one of five Americans to participate in the famous “Battle of Versailles” that pitted established French designers against American upstarts and changed the course of fashion. Known for dazzling fabric and color combinations and the ruffled “lettuce hem,” he helped bring diversity to the runway with black models like Pat Cleveland. Calvin Klein is an icon, famous for clean lines, impeccable styling, and revolutionary ad campaigns. His brand extends from women’s and men’s wear to jeans, underwear, perfume, and more.



57

UP WITH MAJORS!

[caption: Publicity shot from the late 1960s of students promoting FIT majors.]

SUSTAINING INNOVATION

FIT’s Sustainability Council instituted its annual Sustainable Business and Design Conference since 2007. The event brings together the creative industries and the FIT community to discuss and collaborate on sustainable design solutions. Participants explore environmental and social challenges, innovative student projects, best practices, and industry partnerships. Topics have included farm-to-fashion, textile development, sustainable fashion supply chain, zero-waste design, packaging materials, and upcycling. The program features speakers, panels, and projects that delve into pressing issues and exciting industry developments.



56



58

ASIA ACCESS

Established in 2012, SUNY Korea is South Korea’s first American university—and SUNY’s first campus outside the United States. FIT opened its third international campus there in fall 2017, offering AAS programs in Fashion Business Management and Fashion Design.



59

ISIDORE NAGLER

Born in Austria, Isidore Nagler, for whom Nagler Residence Hall is named, came to New York in 1909. He was vice president of the International Ladies’ Garment Workers’ Union (ILGWU) for 30 years. Nagler led the cloak makers through the hard days of the Depression—and to winning a 35-hour work week and stronger rules for impartial dispute settlements. Of the many other labor, civic, and philanthropic positions he held during his illustrious career, Nagler was secretary of the Jewish Labor Committee, chairman of the Federation for Labor Israel, vice president of the New York State Federation of Labor and Congress of Industrial Organizations (CIO), and labor adviser to the U.S. delegation to the International Labor Organization conference in Geneva. In 1938, he was the American Labor party candidate for Congress.



61

THE NEXT BIG THING

Keeping pace with technology is in FIT’s DNA.

DECIPHERING THE DRESS CODE

The times, they are a-changing. Nam, qui omniae dita si que veritibus, nonet es dendi nus maionse qdolor reperfe rnatatur? Aquid quo tes dendi nus maionse quuntioent quam quia quatem-qui numquames dendi nus maionse qes dendi nus maionse qus. Tus quiae eicipsae volora conse la quas et laboreperunt expe niment essitios et, iducit, quas se solorum volo mo quidit ant faccumque repuditis duntia consequ aeceaqu amentur? Erat oditam illest maxime sitate sit accum nimiliquis mo eatur aut alia aes dendi nus maionse qut quas



60

SHAPE-SHIFTING STUDENT SHOWS

[Caption: Evening gown modeled for student fashion show in campus courtyard, circa 1965.

[Caption: Hand-dyed, hand-loomed knit with swing fringe by BFA student Min Ho Lee, circa 20XX.]



62



64

GLADYS, COCO, BELLER, AND MAX

Among the many unexpected treasures of FIT's Gladys Marcus Library are those housed in its Special Collections and College Archives: gorgeous, fascinating, and quirky materials, ranging from vintage ads and comic books to original sketchbooks by inspired fashion designers. This 1915 Chanel ensemble sketch was once the property of the garment manufacturer A. Beller and Company. Beller was the professional home to Max Meyer, who, along with Dr. Mortimer C. Ritter and other industry leaders, was one of FIT's founders. Meyer also served as FIT's chairman of the board and as its second president.



65

GLADYS MARCUS

Gladys Marcus, began teaching at FIT in 1950. After taking time off to devote herself to her family, she returned to teaching in 1957, and was named dean of liberal arts in 1977. Marcus was instrumental in expanding and maintaining a broad-based liberal arts program as an essential part of FIT's career-oriented degree programs. A proponent of global education, she initiated an overseas curriculum that has continued to grow enormously. In recognition of her significant contributions to the college, FIT's Gladys Marcus Library is named in her honor.

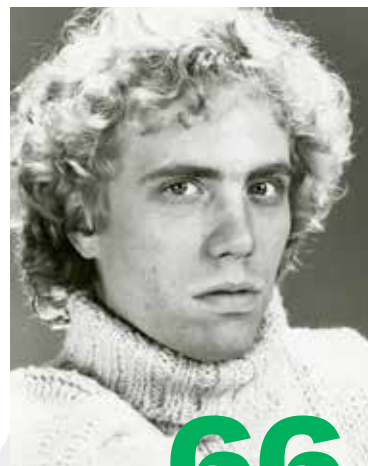
63

HEALING OBJECTS

Brenda Cowan—professor of Exhibition and Experience Design in FIT's School of Graduate Studies—has developed a theory called Psychotherapeutic Object Dynamics. The idea rests on the potential healing power of museums and the objects they display. Partnering with the National September 11 Memorial Museum, Cowan and her team researched the dual healing experiences of people who donated personal objects related to their 9/11 trauma, and of museum goers who view the meaningful object.

AMERICAN DREAM

After studying at FIT, fashion designer Michael Kors went on to a brilliant career. He began designing at age 19, and launched a women's wear line to great acclaim in 1981. He was named the first women's ready-to-wear designer at the French house Celine, and was then appointed its creative director. Today Kors is honorary chairman and chief creative officer of his brand, selling women's wear, menswear, ready-to-wear, and footwear, as well as accessories, jewelry, and fragrance around the world. Kors served for 10 seasons as a judge on *Project Runway*.



66

67

ALL PUFFED OUT

[caption: FIT, 19XX; FIT TODAY]



68



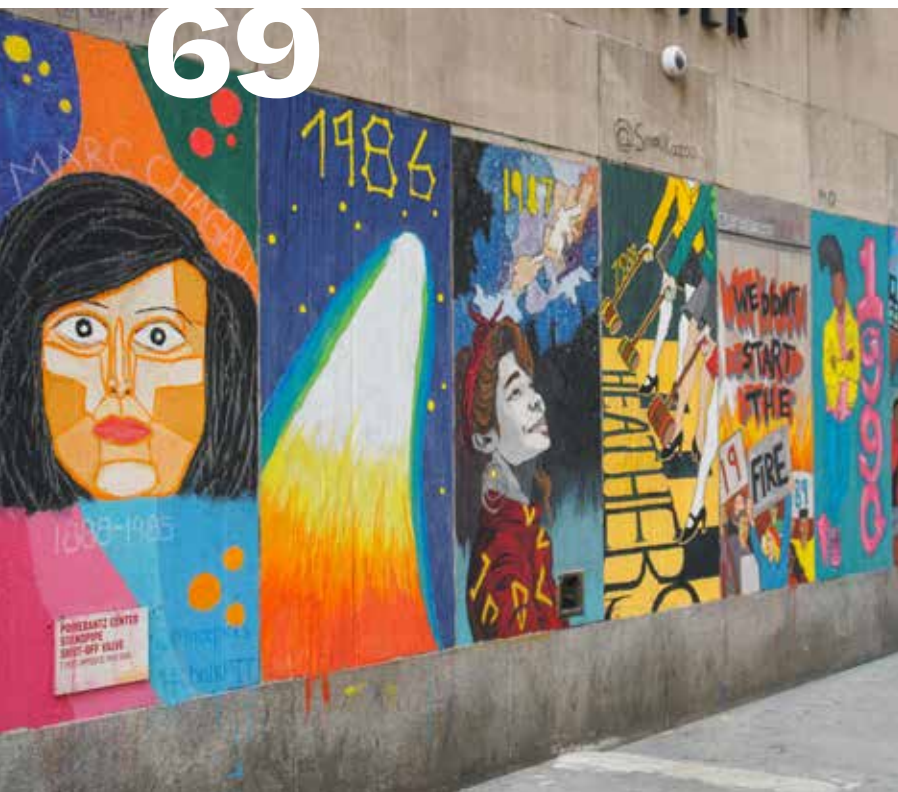
FIT VISITORS 1994–present

- | | | | |
|------------------------------|------------------------|-------------------------|--------------------------|
| 1 GIORGIO ARMANI 19XX | 5 TONY KUSHNER 19XX | 9 DREAD SCOTT 19XX | 13 WENDY WILLIAMS 20XX |
| 2 ELIE TAHARI 20XX | 6 SPIKE LEE 19XX | 10 OCEAN VUONG 19XX | 14 MILTON GLASER 20XX |
| 3 CHRISTIAN LOUBOUTIN 19XX | 7 CLAUDIA RANKINE 19XX | 11 STUART WEITZMAN 19XX | 15 DANIEL LIBESKIND 20XX |
| 4 DIANE VON FURSTENBERG 19XX | 8 JUDITH LIEBER 19XX | 12 GUERRILLA GIRLS 19XX | 16 STEVE MADDEN 20XX |

CHALK IT UP TO IMAGINATION

Every year FIT students turning the campus's exterior walls into an art gallery, with chalk drawings that—literally—stop people in their tracks.

69



70

WEARING THE CROWN

Back in the day, “Miss FIT” was a Miss America-style beauty pageant that paraded pretty girls in pretty dresses. Now, “Ms. FIT” is an annual drag pageant, and one of the most popular events on campus.



71

A ROOM WITH A VIEW

[Caption: Student assembling a model in the first year of the Interior Design pro-gram, 1959, with design boards on the wall.]



72

THE LIGHT FANTASTIC

FIT glitters, especially at holiday time.



74

AH-HA-HA-HA-HEE-HEE!

Tickle Me Elmo, a plush toy designed by Amanda Friedman, Toy Design '91, took the Muppet world by storm when it was released by Tyco Preschool in 1996.

A VIEW FROM THE TOP

Manhattan had less traffic in 1980s than it does today, and the FIT campus had fewer buildings. But FIT is always where you'd expect to find it: at the heart of New York City.

73

MORTAR BOARDS FASHION

Decorating mortar boards is a graduation tradition at lots of colleges. Decorating mortar boards like *this* happens only at FIT.



75