**REEBOK AND CFDA PARTNER TO SPOTLIGHT AMERICA’S FASHION FUTURE**

***Union between the two will fulfill collective purpose to nurture tomorrow’s style leaders***

**BOSTON, USA – July 11, 2018:**Global fitness and lifestyle brand Reebok today announces its partnership with the Council of Fashion Designers of America, Inc. (CFDA) in a forward-thinking collaboration which centers around shared goals to nurture creativity and the future talent of American fashion.

Reebok has established roots in style, been at the forefront of design innovation and championed those who take risks for decades – from the original Pump technology through to contemporary collections in collaboration with Victoria Beckham and Pyer Moss. This partnership continues the brand’s longstanding commitment to empower those who blaze their own trails and fulfill their true potential by supporting the next generation of design creatives.

Karen Reuther, Creative Director at Reebok, said: *“Reebok is committed to inspiring and enabling people to push boundaries and reach their full potential. With the need to secure the creative talent of tomorrow today, our partnership with the CFDA will enable us to identify and support the next generation of American fashion trailblazers. To stay ahead, tomorrow’s leaders will need to incorporate digital innovation, sustainability and ethical practices into their fashion philosophy and our ambition is that, through our union with the CFDA, we will be able to nurture these exciting individuals to meet the evolving demands of the industry.”*

The alliance was established in recognition of the ongoing challenge faced when seeking new talent within today’s rapidly-evolving fashion landscape, which constantly demands new and nimble approaches to creative leadership.

By working together with the CFDA, Reebok will help to support those within its Fashion Future Graduate Showcase (FFGS), a partnership with the New York City Economic Development Corporation (NYCEDC) which spotlights the best young talents from eight colleges nationwide who are on the cusp of embarking on their career in the fashion industry.

Through FFGS, which takes place in NYC on July 9-10 with a special presentation of four top graduates on July 11, Reebok and the CFDA will engage innovative thinkers from across the US early on in their careers and will work together to provide opportunities to propel these candidates to the next stage via industry exposure and mentorship links with established industry figures.

In addition, from February, Reebok will be an official supporter of New York Fashion Week: Men’s with a specific focus on discovering and supporting the next generation of talent – a move set to advance and shape the future of American menswear design.

Steven Kolb, President and CEO of the CFDA, commented: “Our new partnership with Reebok around Fashion Future Graduate Showcase this month and New York Fashion Week: Men’s next February allows us to to jointly put the spotlight on emerging talent and secure the future of American fashion and creativity.”

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**About Reebok**

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage. Reebok develops products, technologies and programming which enable movement and is committed to accompanying people on their journey to fulfill their potential. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it’s functional training, running, combat training, walking, dance, yoga or aerobics. Reebok Classics leverages the brand’s fitness heritage and represents the roots of the brand in the sports lifestyle market. A subsidiary of adidas, Reebok is the exclusive outfitter of CrossFit and the CrossFit Games; the exclusive authentic global outfitter of UFC; the title sponsor of the Reebok Ragnar Relay series; and exclusive apparel provider for Les Mills.

For more information, visit Reebok at [www.reebok.com](http://www.reebok.com/), or discover Reebok at the following locations: <https://www.instagram.com/reebok/>;<http://twitter.com/reebok>; and <http://facebook.com/reebok>

**About CFDA**

The Council of Fashion Designers of America, Inc. (CFDA) is a not-for-profit trade association founded in 1962 with a membership of over 500 of America’s foremost womenswear, menswear, jewelry, and accessory designers. In addition to hosting the annual CFDA Fashion Awards, the organization owns the Fashion Calendar and is the organizer of the Official New York Fashion Week Schedule. It also offers programs which support professional development and scholarships. Member support is provided through the Strategic Partnerships Group, a group of high-profile companies offering designers strategic opportunities. The CFDA Foundation, Inc. is a separate, not-for-profit organized to mobilize the membership to raise funds for charitable causes and engage in civic initiatives. For more information, please visit [www.CFDA.com](http://www.cfda.com/), facebook.com/cfda, instagram.com/cfda, twitter.com/cfda, cfda.tumblr.com, and youtube.com/cfdatv