



FASHION FOOTWEAR ASSOCIATION OF NEW YORK

FOR IMMEDIATE RELEASE

The Fashion Footwear Association of New York Announces New Experiential Trend Installation, “The Reveal”, to Debut at December’s New York Shoe Expo

New York, New York, November 1, 2016 – The Fashion Footwear Association of New York (FFANY) has announced its new experiential trend installation, “The Reveal,” will debut at December’s New York Shoe Expo.

“The Reveal,” curated by Jenn Rogien, costume designer for HBO’s “Girls” and Netflix’s “Orange is the New Black,” is a multi-faceted activation and self-guided presentation. Expo visitors will get a sneak peek at the hottest looks chosen from hundreds of vendors exhibiting at the December New York Shoe Expo.

“FFANY is thrilled to present ‘The Reveal’ at December’s New York Shoe Expo,” said Ron Fromm, President and CEO of FFANY. “FFANY is an innovative and forward-thinking organization, and ‘The Reveal’ will undoubtedly help us fulfill our mission to continue to propel the footwear industry forward.”

“The Reveal” will feature Fall/Winter 17/18 footwear trends, both digitally and physically in a gallery-type setting, and focus on seven specific footwear stories selected by Jenn Rogien.

“I am so excited to be a part of this visionary project along side FFANY,” said Jenn Rogien. “‘The Reveal’ invites participants to unlock their sense of discovery, and I’m so pleased to help visitors uncover new brands and styles through these exciting trend stories.”

FFANY organizes and hosts the New York Shoe Expo four times a year, bringing together the entire footwear industry. The New York Shoe Expo invites footwear exhibitors, retailers, designers, industry partners and buyers to visit their exclusive showrooms and stay ahead of the trends.

The December New York Shoe Expo will be held from Wednesday, November 30 through Friday, December 2 at The New York Hilton Midtown.

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About the Fashion Footwear Association of New York (FFANY)

Founded in 1979, the Fashion Footwear Association of New York (FFANY) is a not-for-profit trade association dedicated to growing the fashion footwear industry. For over 35 years, FFANY has been bringing together footwear retailers, brands, designers, buyers and sellers through the New York Shoe Expo, held 4 times a year. FFANY strives to unite the

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industry through charity and to strengthen the industry by establishing the foundation for expertise through education.

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