



**The Fashion Footwear Association of New York and ARSUTORIA School Announce
2017 Joseph C. Moore Footwear Scholarship Recipients**

New York, NY, April 21, 2017 - The Fashion Footwear Association of New York (FFANY) & ARSUTORIA School in Milan, Italy proudly announce the winner and finalists of the **2017 Joseph C. Moore Footwear Scholarship**, in honor of Joseph C. Moore, former President & CEO of FFANY.

Den Ly, a graduating senior in accessories design at Fashion Institute of Technology, was chosen as the scholarship winner out of six finalists from the following leading design schools: The Fashion Institute of Technology (FIT), Parsons The New School of Design, Rhode Island School of Design (RISD) and the Savannah College of Art & Design (SCAD).

The scholarship will provide Ly the opportunity to receive advanced training in footwear design at a 13-week shoe patternmaking and prototyping course at the ARSUTORIA School in Milan. The scholarship will cover free tuition valued at \$11,700 and accommodation at the school residence valued at \$5,000 in addition to round trip airfare for a total scholarship value of over \$17,500. The training program will run from August through November 2017.

“We are excited to announce the 2017 recipients of the Joseph C. Moore Footwear Scholarship,” said Ron Fromm, President of FFANY. “Each year we look forward to helping provide further footwear design education to deserving students, and we congratulate this year’s winners.”

Rebecca Drobinski, a student at Parsons The New School of Design, was awarded 2nd place and Jenevieve Woon, a student at Rhode Island School of Design was awarded 3rd place. Both will receive the opportunity to attend the ARSUTORIA 5-day intensive course on footwear fundamentals and the "Art of Traditional Shoemaking." The class will be held in New York City at the T-Project showroom from July 10th-14th and is valued at \$2500.

In addition, all six finalists will receive the ARSUTORIA E-learning course valued at \$600. This innovative method of training, which focuses on shoemaking and technical aspects, is being utilized by many footwear companies to give their employees a structural base before moving on to a more hands-on, direct experience.

The judging committee was comprised of five footwear industry veterans: Joe Moore, Keith Brown, President, Private Label at Camuto Group, Dan Friedman, President, Global Sourcing & Supply Chain at Caleres, Jim Gabriel, President, Footwear Division at Global Brands and Wendy Sani, Sr. Director of International Course Development at ARSUTORIA.

“I am thrilled to be a part of this initiative that supports students and honored to be on the judging committee,” said Jim Gabriel, President of the Footwear Division at Global Brands Group. “It’s wonderful that FFANY continues to support the education critical to strengthening and transforming the footwear industry.”

Ly, along with the other top two finalists, will be honored at the FFANY Industry event on May 31st at Bryant Park Grill in New York City during the FFANY market to be held May 31st – June 2nd. The winners affiliated school faculty will also be invited to attend the presentation along with the footwear industry.

ARSUTORIA School, an international institute of footwear and leather goods design, created the Joseph C. Moore Scholarship in 2015 to honor their friend and longtime advocate, Joe Moore. The scholarship was created to recognize Joe for his continuous support in helping young designers and impassioned footwear members of the new generation to be more prepared for the challenges of today's industry.

FFANY and ARSUTORIA plan to continue the Joseph C. Moore scholarship program for future years and to extend the scholarship eligibility to other prestigious footwear design schools. Full scholarship details can be found at <http://www.arsutoria.com/jms>.

Contact ARSUTORIA School:

Wendy Sani

Sr. Director of International Course Development
wendy@Arsutoria.com | t: +39.339.2364987 (Italy)

Marie Mamone

Director of Business Development
marie@Arsutoria.com | t: 516.672.4589 (US)

Contact FFANY:

Shelley Berquist, SVP, Operations & Marketing
sberquist@ffany.org | t: 212.751.6422 x12

About ARSUTORIA School: For over 60 years, the ARSUTORIA School, located in Milan, Italy, has been a pioneer in the field of technical training in pattern making and footwear development. Originally, courses were intended to train footwear pattern makers in the factories located in the Milan area. In 1965, the school relocated to its current campus, where the training programs are conducted today.

Many renowned designers and industry professionals have received their fundamentals of technical knowledge from the school. ARSUTORIA believes it is important to keep the curriculum focused on "The Product" and the technical aspect of shoemaking.

About FFANY: FFANY seeks to grow and serve a vibrant, global footwear industry, where doing business in New York is profitable and easy for it's membership, and where the industry strengthens through education and unites in charity. Four times a year, FFANY organizes the New York Shoe Expo, which brings together retailers, brands, designers, buyers and sellers.

FFANY's educational partnership with ARSUTORIA School brings technical shoemaking programs to NYC. FFANY's signature fundraising event, FFANY Shoes on Sale, has distributed over \$52 million for first-step breast cancer research since its inception in 1993.

About Joseph C. Moore: Joseph C. Moore, honoree of the ARSUTORIA Footwear Scholarship, retired in 2014 as the President and CEO of the Fashion Footwear Association of New York (FFANY) and Chairman of Fashion Footwear Charitable Foundation (FFCF).

Joe has been a distinguished force in the footwear industry, as a business leader and benefactor. He had a meteoric rise in the fashion industry where he has spent his entire career. Starting in a family owned children's store while attending university, he followed onto Bullocks, Los Angeles then to Neiman Marcus where he introduced the Salvatore Ferragamo and Charles Jourdan lines. Joe became President and CEO of Charles Jourdan USA, then held positions at Saks Fifth Avenue where he achieved substantial success.

Throughout his career he has been a valued mentor to many. FFANY and Joe Moore have contributed to an array of industry scholarship programs to encourage students to pursue their careers in footwear design and also believe strongly in training the new generation for the challenges of today's industry.