



FASHION FOOTWEAR ASSOCIATION OF NEW YORK

Statement on FFANY August show.

June 29, 2020

FFANY in August will not be a typical Market week. Due to the ongoing and complex dynamics caused by the Covid 19 pandemic, New York City is not looking to be ready to welcome business visitors from across the country and indications from many retailers are that they will not be allowing buyers to travel to Manhattan this summer. We do not have any plans to organize offsite “Brand Showcases” or partner with outside trade show organizers at the Warwick Hotel or elsewhere.

The positive news is that New York is recovering well locally, and all indications are that many member showrooms will be open and being used as the backdrop to present their Spring 2021 product lines. We will keep our website updated as these openings are announced and direct the footwear community to links to access digital content as it becomes available.

FFANY remains committed to supporting our members who have permanent showrooms and is working with Footwear News and others to bring our industry together through “Virtual Market week” activities. The goal of all marketing activity is to maintain FFANY’s relevance as the most prominent marketplace in Footwear and promote the re-opening and resiliency of New York City.

Please feel free to reach out to the FFANY office for further information or if you have questions.

FFANY | FASHION FOOTWEAR ASSOCIATION OF NEW YORK

575 Fifth Avenue | 14th Floor

New York, NY 10017

T 212.751.6422

info@ffany.org