CFDA Kicks Off Fashion Targets Breast Cancer Initiatives

By LISA LOCKWOOD

The Council of Fashion Designers of America has unfurled a slew of programs and retail collaborations to support its Fashion Targets Breast Cancer initiative this month.

Among the various programs:

• Beginning today, FashionTargetsBreastCancer.com will launch new FTBC-branded items, including an iPhone case for $34.99 and a charm for $25. In addition, the FTBC T-shirt, which has the original FTBC logo designed by Ralph Lauren, can be purchased for $34.99. Both the e-commerce site and the products were designed and developed by Villency Design Group.

• Nine West has partnered with FTBC for the fourth year in a row to raise money and awareness for breast cancer. During the week of Oct. 15-22, with each purchase in-store or online of $125 or more, Nine West will donate $25 to FTBC. As a thank-you, shoppers will receive a Nine West/FTBC-branded canvas tote featuring the hashtag #9WFTBC. Customers will also have the option of adding $1 or more to their purchase or an “add your change” opt-in at the register to donate to FTBC.