



**PPR, PARSONS AND THE FANCY ANNOUNCE WINNERS OF
“EMPOWERING IMAGINATION” COMPETITION: JIN KAY & MELANIE SELIGMAN**

NEW YORK, August 30, 2012 – [Parsons The New School for Design](#), [The Fancy](#), and [PPR](#) have announced the winners of “Empowering Imagination.” In July, five 2012 Parsons BFA Fashion Design graduates had their thesis collections showcased on The Fancy, an innovative online platform at the intersection of blog, magazine, and image-based social media. Visitors to The Fancy voted on their favorites, and now the winning designs—one ready-to-wear and one accessories collection—are in: **Jin Kay** in the ready-to-wear category, and **Melanie Seligman** for accessories. Kay and Seligman will have their work showcased during New York Fashion Week at the iconic Barneys New York on Madison Avenue, in the 8th Floor Co-op from September 3 through 16.

“Jin and Melanie both embody the best of Parsons The New School for Design. We are thrilled Fancy’s users chose the top two emerging designers who truly embody PPR’s “Empowering Imagination” theme. We are confident their internship experience at our brands will greatly strengthen their talents and solidify them as the next up and coming designers”, said **Laurent Claquin**, Head of PPR Americas. PPR will also offer internships for Kay and Seligman with one of its 16 luxury and sport & lifestyle brands.

Jin Kay’s womenswear collection explores the contrasting definitions of beauty in the East and West—that which is hidden, quiet and mysterious compared to that which is exposed and revealed. Lightweight fabrics such as organza and chiffon are contrasted with heavy fabrics such as wool, polyester and synthetic leather for an interesting play of light and shadow.

Melanie Seligman produced a collection inspired by orthopedic prosthetics used to rebuild damaged bone and cartilage, which are primarily made from chrome cobalt, one of the hardest metals in the world. Her intent was to take something used inside the body, and showcase it as piece of fashion. These pieces, which also are fabricated of leather and Plexiglas, are still used for support, but in a very different way than originally intended.

“Students like Jin and Melanie exemplify the level of excellence our students achieve in their graduating collections,” says Simon Collins, Dean of the School of Fashion at Parsons. “Their work comes from very different perspectives, but are brought together by a forward-thinking approach that makes them

extremely appealing. You may never have seen anything like them before, but suddenly you can't imagine living without them."

The competition, based on PPR's defining theme, "Empowering Imagination," engaged 2012 graduates of the Parsons BFA Fashion Design program. Parsons selected twenty candidates, who last month presented their graduating thesis collections to a panel of fashion industry insiders, which chose five finalists showcased on The Fancy.

"Fancy's users have come to expect the highest level of fashion on our site and the work of these Parsons students is no exception. Melanie and Jin have proven to these devotees of amazing design that their talent and imagination are ripe with possibility," said Joseph Einhorn, founder of The Fancy.com. "We look forward to seeing their skills honed and their careers blossom after their PPR brand internship."

For more information on the winning collections and the finalists, visit the Parsons School of Fashion blog, [Parsons 560](#).

About Parsons The New School for Design

Parsons The New School for Design is a global leader in design education, with programs that span the disciplines of design and the fine arts. With the launch of the first fashion design program in America in 1906, Parsons is credited with the rise of Seventh Avenue, the epicenter of American fashion. Parsons offers a Bachelor of Fine Arts degree in Fashion Design, Associate Degrees in Fashion Design and Fashion Marketing, and a Master of Fine Arts Program in Fashion Design and Society that was initiated through the support of Parsons alumna Donna Karan. Parsons has educated generations of leading American fashion designers, including Tom Ford, Marc Jacobs, Donna Karan, Isaac Mizrahi, Tracy Reese, Narciso Rodriguez and Anna Sui; and rising talents Prabal Gurung, Derek Lam, Ohne Titel, Thakoon Panichgul, Proenza Schouler, Vena Cava, Alexander Wang, and Jason Wu. For more information, visit www.newschool.edu/parsons.

About PPR

The PPR Group empowers a coherent ensemble of Luxury and Sport & Lifestyle premium brands, specializing in apparel and accessories, to reach their full growth potential.

Distributed in more than 120 countries, PPR generated revenues of €12.2 billion in 2011 and had over 47,000 employees at year end. The PPR share is listed on Euronext Paris (FR 0000121485, PRTP.PA, PFPF).

Find out more on Gucci, Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Stella McCartney, Sergio Rossi, Boucheron, Girard-Perregaux, JeanRichard, Puma, Volcom, Cobra, Electric, Tretorn and Fnac at www.ppr.com.

About The Fancy

Fancy is the preeminent online destination for those who appreciate beautiful things. Style icons, entertainers and business leaders congregate on Fancy to curate collections of their favorite objects and places. With one click you can buy a new dress or book a trip to an exotic locale. Part magazine, part shopping-guide, and part social network, Fancy is an exclusive oasis of impeccable taste and brilliant design within the vast sea of the Internet. Visit www.TheFancy.com today and create a collection that expresses your vision.

Contacts

PPR Worldwide:	Claire Fretelliere	+33 (0) 1 45 64 63 31	cfretelliere@ppr.com
PPR US:	Ruder Finn:		
	Maryam Ayroumlou	212-715-1545	ayroumlou@ruderfinn.com
Parsons:	Deborah Kirschner	212-229-5667x4310	kirschnd@newschool.edu
The Fancy:	Joseph Einhorn		joe@thefancy.com