

PRESS RELEASE

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Black Fashion World Foundation Announces [Black Fashion Career Day](#)

NEW YORK, New York -- January 18, 2021 -- [Black Fashion World Foundation](#) today announced it will host a fashion career day and exposition on Friday, March 26, 2021, and Saturday, Marcy 27, 2021. As a part of the nationwide virtual event, [Black Fashion World Foundation](#) – a 501c3 nonprofit organization founded to move the barriers that often stymie Black fashion entrepreneurs - will provide attendees with access to learning about career opportunities in fashion design, retail, and related industries from a robust roster of successful African American fashion entrepreneurs.

The objective of the [Black Fashion Career Day](#) event is to address the lack of Black representation in the fashion industry, establish a platform for college and workforce recruitment, and provide students with guidance for pursuing a career in various facets of the multi-billion-dollar industry.

Research by Fashion Scholar Dr. Tameka N. Ellington of Kent State University revealed that “On average, a high fashion magazine is comprised of 99% non-Black designers. Less than 1% of the magazine focuses on Black designers.”ⁱ This event will provide attendees with exposure to fashion professionals they can identify with and share guidance for pursuing a similar career.

According to [datawheel.us](#) in 2017 the student population at the Fashion Institute of Technology for Black or African American was 9.27%, as compared to 44.3% White, 18.8% Hispanic or Latino, and 11.2% Asian. Funds generated from this project will support the BFW Foundation Scholarship Fund.

Event registration begins today - Monday, January 18, 2021 - with a special Martin Luther King, Jr. “Dream Day” promotion. Free registration will be offered until the limited complimentary slots are filled. Early bird registration will commence on Tuesday, January 19, 2021. Group rates are available. More details can be obtained by visiting the official event webpage - <http://www.BlackFashionCareerDay.org>.

The [Black Fashion World Foundation](#) is a 501c3 nonprofit organization. All donations are fully tax-deductible to the extent allowed by law. Press, college and career recruiters, sponsors, vendors and volunteers interested in contributing to this groundbreaking event should direct inquiries to Carla Nelson using the email address Carla@BlackFashionWorld.org.

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ⁱ [_ACTUAL - Lack of Black Designers in Fashion Magazines \(1\).pdf](#)