



DESIGNERS & AGENTS® PROUDLY INTRODUCES
'D&A MAN'

**THE SIGNATURE MEN'S FASHION TRADE EVENT TO DEBUT JULY 2012
DURING MEN'S FASHION WEEK IN NYC**

DESIGNERS & AGENTS (D&A) is excited to announce the launch of **D&A MAN**. The premiere D&A MAN event will take place in July 2012 in Manhattan, coinciding with Men's Fashion Week in New York, and will feature 40 hand-selected menswear brands.

D&A MAN marks the long-awaited expansion of Designers & Agents into the menswear market. Founded by Barbara Kramer and Ed Mandelbaum, Designers & Agents is renowned for its groundbreaking fashion trade events in New York, Los Angeles and Paris, which have been instrumental to the growth of the contemporary marketplace in womenswear over the past decade. Now, with D&A MAN, they are establishing a new, stimulating trade platform for men's apparel and accessories.

"Menswear has been developing in incredibly interesting ways in the past few years," notes Mandelbaum. "Barbara and I have our roots in menswear, and we've been watching the evolution carefully. This really felt like the right, pivotal moment for D&A to bring its signature curatorial approach to the market."

As with all D&A shows, D&A MAN will feature a thoughtful mix of up-and-coming brands, as well as a show environment that is intimate, welcoming, dynamic and inspiring. "Every segment will be carefully considered and all participating brands will be chosen based on their individual brand merit, quality of craftsmanship and relevancy in today's market, all pointing to the iconic style that is the **D&A MAN**" adds co-founder, Barbara Kramer.

Kramer and Mandelbaum will be joined in planning for D&A MAN by Merwin Andrade, Designers & Agents' new Men's Development Consultant. A menswear veteran with international experience launching trade shows and bridging business

between brands and retailers, Andrade brings to the D&A team his keen ability to discover new talent utilizing his sharp pulse on the hottest men's retail shops and latest, advanced menswear brands.

Designers and Agents is the exclusive trade event affiliated with, The Council of Fashion Designers of America. Through the CFDA, D&A will select two CFDA men's designers to be featured at **D&A MAN**, providing them the opportunity to broaden their customer base and gain exposure to one of the largest networks of industry insiders.

The premiere D&A MAN event will take place in July 2012 at Cedar Lake, in West Chelsea's art district. Exact dates for the show will be announced shortly. For more information on **D&A MAN**:

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Please click [here](#) for an application.