

Joe Faris Talks 'Fashion In Detroit'

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Brittany Moore squeezes in a few minutes with Fashion In Detroit founder Joe Faris as he preps for the big event, Thursday October 1st and Friday October 2nd. Here's the freshest word from Faris...

By Brittany Moore

All the city's style mavens are abuzz with anticipation for the upcoming Fashion In Detroit (FID) event being held Oct 1 & 2 at the Detroit Zoo. I don't think it's far reaching to say everyone's talking about it (CNN Money even Perez Hilton) and we wanted to get you the word from Joe Faris himself. We had the chance at a brief interview with Joe a couple days ago amidst the busyness leading up to FID. He had just gotten back from New York where he was taping a segment for CNN that will air the second week of October called Detroit Fashion City. The quality and amount of coverage this event is getting is extremely encouraging for all involved. Thanks Joe for taking the time so close to the big day!



In light of FID getting so much attention lately, we wanted to get back to the core of why it was started to begin with.

What are some of the areas you want to shed more light on?

Yeah, the response so far has been great. CNN, Womens Wear Daily and the New York Times have all got their eyes on this. I feel very privileged and humbled at the same time to have an idea and see it executed in this way. Two things that I don't think are getting talked about as much--The whole event is for the city and the state. The amount of different resources it takes to pull off an event like this is vast. The hair, make up, production, designers and sponsors are Michigan people, so it really gives business and energy to a broader audience outside the fashion community. Fashion In Detroit was really coordinated for these various organizations to come together. We also set out to create something that would reflect the atmosphere of New York Fashion Week. We sandwiched it in between NY and LA fashion weeks on purpose to give opportunity for press and other interested industry people to make a stop off between the two events.

Speaking of, we think it's really great to see an event that's influenced by the coastal standards.

Thank you! The zoo was closest thing to Bryant Park. When you walk in that tent it's going to feel like you're in New York. The dimensions of the runway are right from Bryant Park—the way the seating is set up and everything. There has been a little bit of this rivalry thrown into the press pinning FID against Detroit Fashion Week. This was not meant to take away from Detroit Fashion Week at all. We actually talked to Brian Heath to combine the events and make FID the culmination of DFW but schedules just didn't work out. In the future we want to build a bridge between FID and DFW and make FID an annual event. We've come under a bit of criticism for being too limited on who we allow in the show which ties into some criticism over the registration fees. We understand that not everyone can or wants to pay that much to be involved.

****Taking a break from objective journalism here, I think one of the most important things FID is doing for the fashion community right now is challenging them to compete with the coasts in a way many other states and cities aren't. I think this is a move in more intentional and professional direction. The proof is in the pudding. This event has garnered national response and now is totally the time to rise to greater heights as designers, journalists, retailers, photographers, hair & makeup stylists (and other industry professions)—a great opportunity is staring us all in the face, what are we going to do with it? And it's not just about FID, it's about the ripple effect this will cause and sustaining that momentum.****

There were some miscellaneous tidbits that got dropped during the conversation that should get shared. They had to create an LLC for the time being, but it's going to be a non-profit going forward. FID wants to create opportunities for scholarships for emerging designers. Images from the runway will be available almost immediately online as they have organized an account with Wire Image making the images promptly available to the press.

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