



MANUFACTURE NEW YORK

**OUR MISSION IS TO REAWAKEN AND REBUILD
AMERICA'S FASHION INDUSTRY,
FOSTER THE NEXT WAVE OF BUSINESSES,
AND CREATE A TRANSPARENT, SUSTAINABLE
GLOBAL SUPPLY CHAIN.**

Our team



Bob Bland
CEO/Founder

*Ralph Lauren
Marc by Marc Jacobs
Brooklyn Royalty*



Amanda Parkes
Chief of Technology

*MIT Media Lab
Columbia University
Bodega Algae*



Margaret May
Head Patternmaker

*Julianna Bass
Peter Som
Bow & Drape*



Robert Sanchez
CSO

*Fordham Law School
New York Angels
Fashioning Our Industry*



Patrick Duffy
VP of Sustainability & External Affairs

*A Clean Future
NYSERDA
Tennaxia*

THE PROBLEM



**THE INFRASTRUCTURE OF APPAREL
AND TEXTILE MANUFACTURING IN
AMERICA HAS BEEN DECIMATED IN THE
PAST 30 YEARS BY OUTSOURCING.**

THE PROBLEM



CONSISTENT CONSOLIDATION OF BRANDS UNDER HUGE CORPORATE UMBRELLAS (GAP, ZARA, PVH) IS DECREASING DIVERSITY IN THE MARKET AT THE SAME TIME THAT FASHION FORWARD CUSTOMERS WANT MORE SELECTION FROM CUTTING EDGE INDEPENDENT DESIGN TALENT.

THE PROBLEM



CHEAP, DISPOSABLE FASHION ("FAST FASHION") HAS BEEN FUELED BY A "RACE TO THE BOTTOM" OF THE APPAREL + TEXTILE SUPPLY CHAIN, RESULTING IN A LACK OF TRANSPARENCY, HUMAN RIGHTS VIOLATIONS AND MISEDUCATION OF CONSUMERS ON THE TRUE COST OF QUALITY PRODUCTS.

THE PROBLEM



DESIGNERS AND OTHER FASHION PROFESSIONALS HAVE NOT BEEN EDUCATED IN BUSINESS DEVELOPMENT, PRODUCT DEVELOPMENT OR MANUFACTURING BASICS. THEY ARE DISCONNECTED FROM THE PROCESS IN A WAY THAT RESULTS IN GROSS INEFFICIENCIES, UNINTELLIGENT DESIGN AND A LACK OF TECHNICAL INNOVATION.

SOLUTION #1: GARMENT CENTER PILOT



LAUNCHED: SEPTEMBER 2013



ACCESS TO SHARED EQUIPMENT

OPPORTUNITIES FOR COLLABORATION



SUPPORTIVE COMMUNITY SPACE



PROXIMITY TO CUSTOMERS & INDUSTRY



MANUFACTURING INNOVATION CENTER

FOR APPAREL, TEXTILES AND FASHION TECHNOLOGY



MANUFACTURE NEW YORK

COMPLETION DATE: EARLY 2015

OUR ADVANTAGE

Sustainability and **supply**

chain mapping identify opportunities for economic and ecological improvement

Retail + B2B Sales

Platform

Is integrated and direct omnichannel ecommerce, with strong community/public education resources

Institutionally Backed \$100M Fund

runs alongside accelerator to provide successful early stage startups with financial means to reach their full growth potential



Connecting the dots.

One ecosystem.

One place.

Incubator-Accelerator model educates design pipeline and improves businesses

Product development + manufacturing center

incorporates on site workforce development training

R&D Center pushes boundaries of textiles and wearables, and manufacturing capabilities

INTEGRATION



Design accelerator will provide MNY with fresh, educated pipeline for the future.



Product development + manufacturing allows MNY to control the quality and shorten the supply chain.



R&D center will develop new fashion tech, wearable and manufacturing capabilities.



E-commerce platform connects the dots for selling the product to the consumer and provides significant upside potential.



Workforce development training produces highly skilled workers, ensuring high-wage jobs.



MANUFACTURE NEW YORK

THE MARKET

Value of apparel
\$2T

Apparel
e-commerce
\$73B
in 2017

Value of textile
innovation
\$1.7T

Value of
apparel
made in USA
\$13B

U.S. Apparel
Market Retail
Sales
\$225B

Value of
wearables
\$1B
w/ 26%
annual growth

2013-2015 IMPACT

Garment Center Pilot Program

30

Design Incubator
Graduates

We have had 2 classes, with 15 designers or brands each, work out of our co-working space & use the mentorship received to complete one full fashion cycle. 100% of our graduates are minorities or women.

2,500

Community
Members

We have built an extremely supportive, vibrant & diverse community of fashion lovers and Made In USA advocates locally, nationally & internationally

40

Made In NYC
New Brands

We have provided product development services for 40 emerging brands that either reshored their current lines or created new product in NYC

*by July 2014

Manufacturing Innovation Center

280

New or Retained
Manufacturing Jobs

We will be providing over 30 new jobs in the design incubator & tech annex alone, and retaining hundreds of local manufacturing jobs to support the local community

1000

Workforce
Development Trainees

The City of New York is partnering with us to develop a world class workforce training center for unemployed or disadvantaged local residents

150%

more designers,
technologists &
manufacturers served

With the expansion of our accelerator program, we will be able to at least triple our capacity to meet demand. We have had a waiting list for over a year.

*by end of 2015

OUR STRATEGY

Colocation &
Collaboration
Economy



Efficient
Building
Systems



Innovative
Manufacturing

Education
& Training



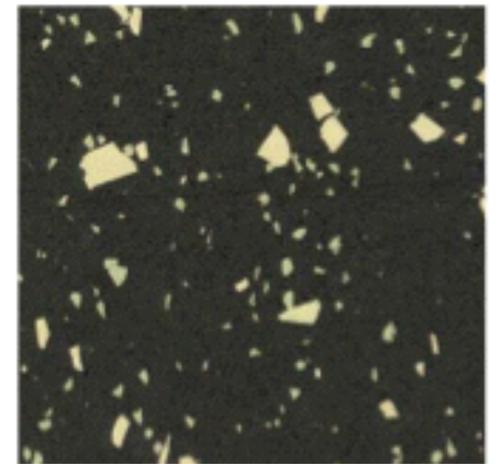
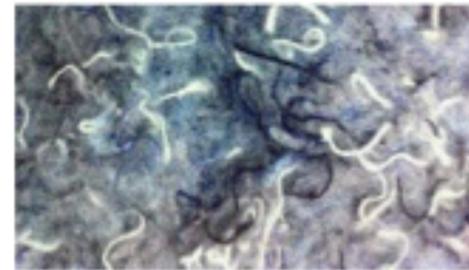
Supply
Chain
Mapping



SUSTAINABILITY STRATEGY

POTENTIAL MATERIALS & METHODS

Ole Sondresen Architect strongly believes any relevant design must include an all-encompassing holistic approach to the notion of sustainability as it directly impacts building inhabitants and energy costs, as well as the future of our urban and natural environment. The health of our colleagues, contractors, clients and their families is as much a priority as any other, guiding our specific design decisions, material choices and project specifications. In this regard, all of our built projects incorporate the use of reclaimed, salvaged or recycled materials, natural light, energy efficient lighting, appliances and efficient building systems, whenever possible. While the positive effects of these choices, reducing waste, energy consumption and long-term building costs, is undeniable, they also improve the experience of the user by adding richly, contextual layers, improving air and lighting quality.



RECLAIMED WOOD

Source: *The Hudson Company*
Pine Plains NY

Thousands of tons of building materials are discarded in NYC every day. Rather than being wasted, these materials can be recovered or diverted from disposal and turned into a resource. Reclaimed materials can be altered or adapted to fit a new space or can completely take on a new purpose.

FABRIC DUCTWORK

Source: *Berner International*
New Castle PA

Recent studies have shown that fabric forced-air ducts distribute air 24.5% more efficiently than conventional sheet-metal ducts. By diffusing air more widely and quickly, fabric ducts reduce the loads on HVAC equipment and save energy. Fabric ducts are also less expensive than their conventional counterparts.

POST-MANUFACTURING WASTE FABRIC

Source: *Manufacture New York*

Waste fabric is a by-product of the manufacturing process. Fabric scraps can be recycled and collected overtime to create custom acoustic wall treatments.

LOW VOC FINISHES

Source: *Benjamin Moore*

Many building materials contain toxins and chemicals that are harmful to the builders, users, or environment. There are several natural or healthier alternatives to standard building materials such as low- or no-VOC paints. VOC's (volatile organic compounds) can cause a variety of health issues including breathing problems, headaches, nausea, and – with continued exposure – cancer.

RECYCLED DENIM INSULATION

Source: *Bonded Logic*
Chandler AZ

Recycled materials prevent waste of potentially useful matter. Recycling involves re-processing used materials to create raw material for manufactured products, therefore reducing the consumption of new raw material, and reducing energy usage and pollution. In addition to being sustainably sourced, recycled denim insulation is a healthy material that contains no chemical irritants and poses no off gassing

CORK OR RUBBER FLOORING

Source: *CAPRI CORK*
Lititz PA

Cork is a rapidly renewable resource while rubber flooring can be manufactured from post-consumer tire waste. Both materials provide excellent thermal insulation and a comfortable surface for standing. They are also sound-absorbent which contributes to the creation of an acoustically healthy environment.

A photograph of an abandoned, graffiti-covered industrial building interior. The scene features a grid of concrete pillars and beams, with a floor marked with a grid pattern. A red fire extinguisher is visible in the background. The text is overlaid in white, bold font.

“The key idea of a sustainable economy is the lasting, worldwide guarantee of individual opportunities to secure basic needs as well as attain a greater quality of life while at the same time preserving nature and promoting humane social relationships.”

-World Commission on Environment and Development, 1987

LIBERTY VIEW INDUSTRIAL PLAZA

Sunset Park, Brooklyn



MANUFACTURE NEW YORK



MANUFACTURING INNOVATION CENTER AT LIBERTY VIEW INDUSTRIAL PLAZA

ROOFTOP- TEXTILE GARDEN

FLOOR 8- COWORKING + SHOWROOMS + EVENT SPACE

FLOOR 7- MNY INCUBATOR + SERVICES + SMALL RUN PRODUCTION

FLOOR 6- MEDIA CENTER

FLOOR 6- GARMEN DISTRICT

FLOOR 5- GARMEN DISTRICT

FLOOR 4- GARMEN DISTRICT

FLOOR 3- GARAGE

FLOOR 3- RESEARCH & DEVELOPMENT

FLOOR 2- RETAIL

FLOOR 1- SHIP + RECEIVE

FLOOR 1- RETAIL



MANUFACTURING INNOVATION CENTER

- 160,000 s.f. high quality industrial space in Sunset Park, Brooklyn
- 30,000 - 40,000 s.f. MNY Headquarters
 - Space for 30+ designers, and 12 private studios
 - Technology & R&D center with 25 tech start-ups
 - Small run manufacturing
 - Fashion Media Center
- 110,000 s.f. manufacturing space for 25-30 companies in apparel, home goods, textiles, furniture etc.
- Estimated cost \$7M - \$8.5M
- \$3M covers additional operating costs for 24 months





RECEPTION

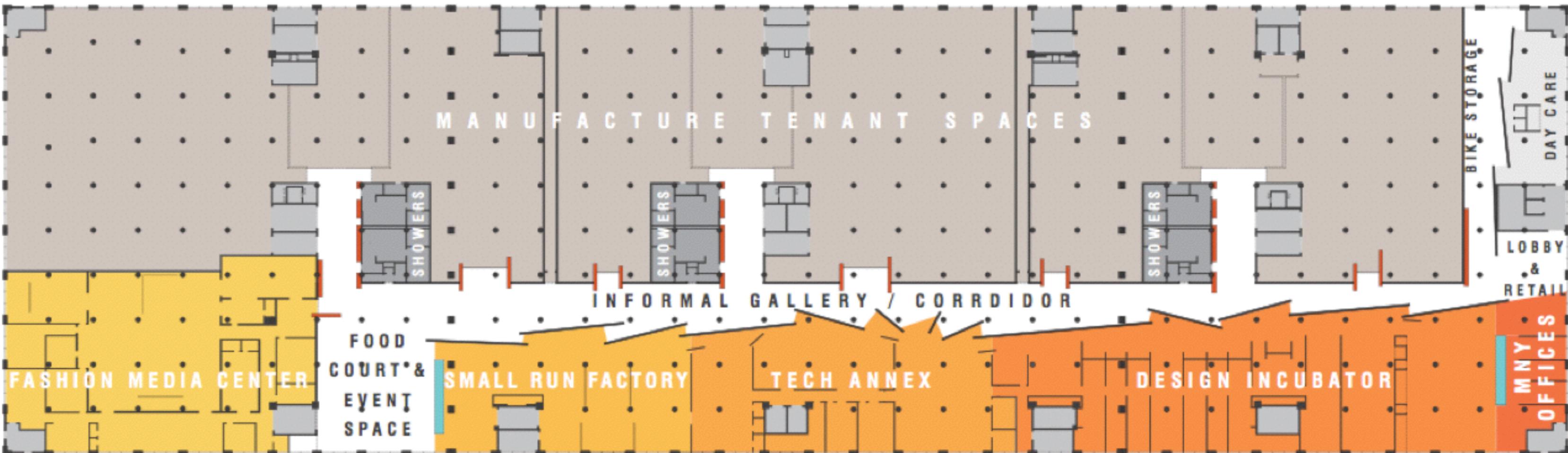
WINTER
HNY
GARMENTS

TAXI
SCULPT
W
WALL

STEEL
9
DOOR

12'0" 14'0"

PROCESS INNOVATION THROUGH COLLABORATION



MANUFACTURE NEW YORK

A \$10 MILLION PROJECT

Validating the public/private model



\$2M Gamechanger Grant, NYC EDC

The NYCEDC has awarded us, in partnership with the Brooklyn Chamber of Commerce, \$2M out of a total \$10M grant to build, equip & staff our expanded incubator program



\$3.5M Industrial Modernization Grant

The New York City Economic Development Corporation, in partnership with Deputy Mayor Alicia Glen is granting us capital funds to subdivide our 160,000 sf facility.



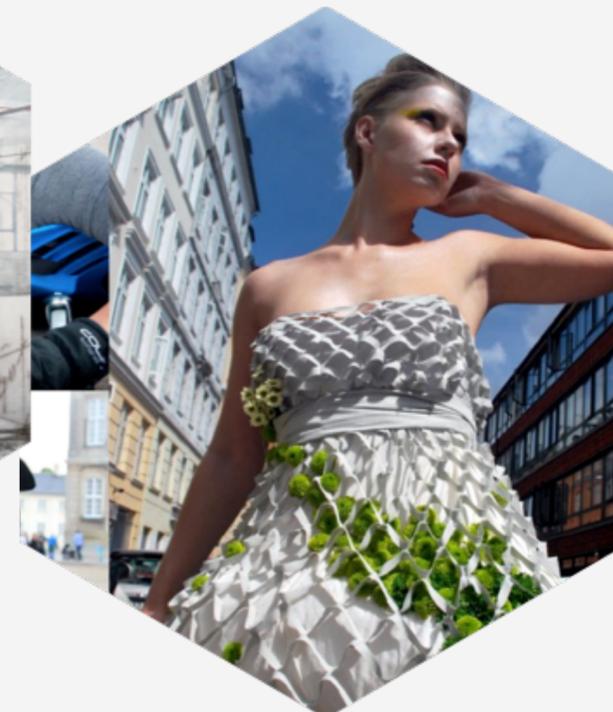
\$3M Private Equity Investment

Valmiki Capital is leading a \$3M in Founders round from the institutional venture community and the fashion industry.



\$1.9M Empire State Development Grant

As part of the NYC Regional Consolidated Funding Application for New York State in 2014, we are finalists for capital funds.



USA Growth Plan

Flagship
New York

Establishing flagship manufacturing center in 2014.

Philadelphia
Pennsylvania

In discussions with local community groups and government agencies.

Boston
Massachusetts

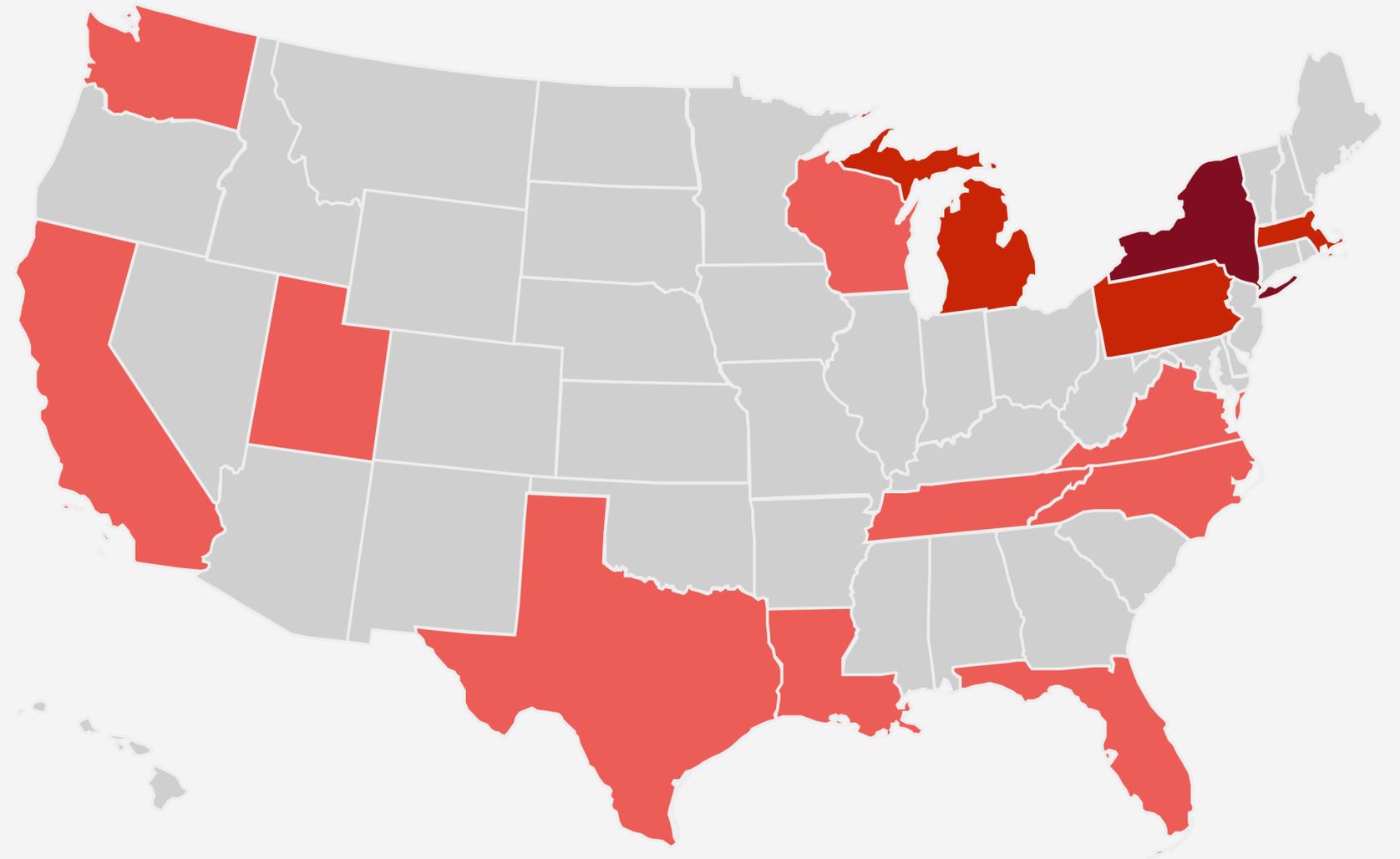
In discussions with local community groups.

Detroit
Michigan

In discussions with local community groups.

Others

In planning for a staged rollout across the United States.



Europe Growth Plan

Copenhagen

Denmark



Partnered with educational groups and in discussions with community groups.

London

England



Partnered with educational groups and in discussions with community groups.

Stockholm

Sweden



In discussions with local community groups.

Paris

France

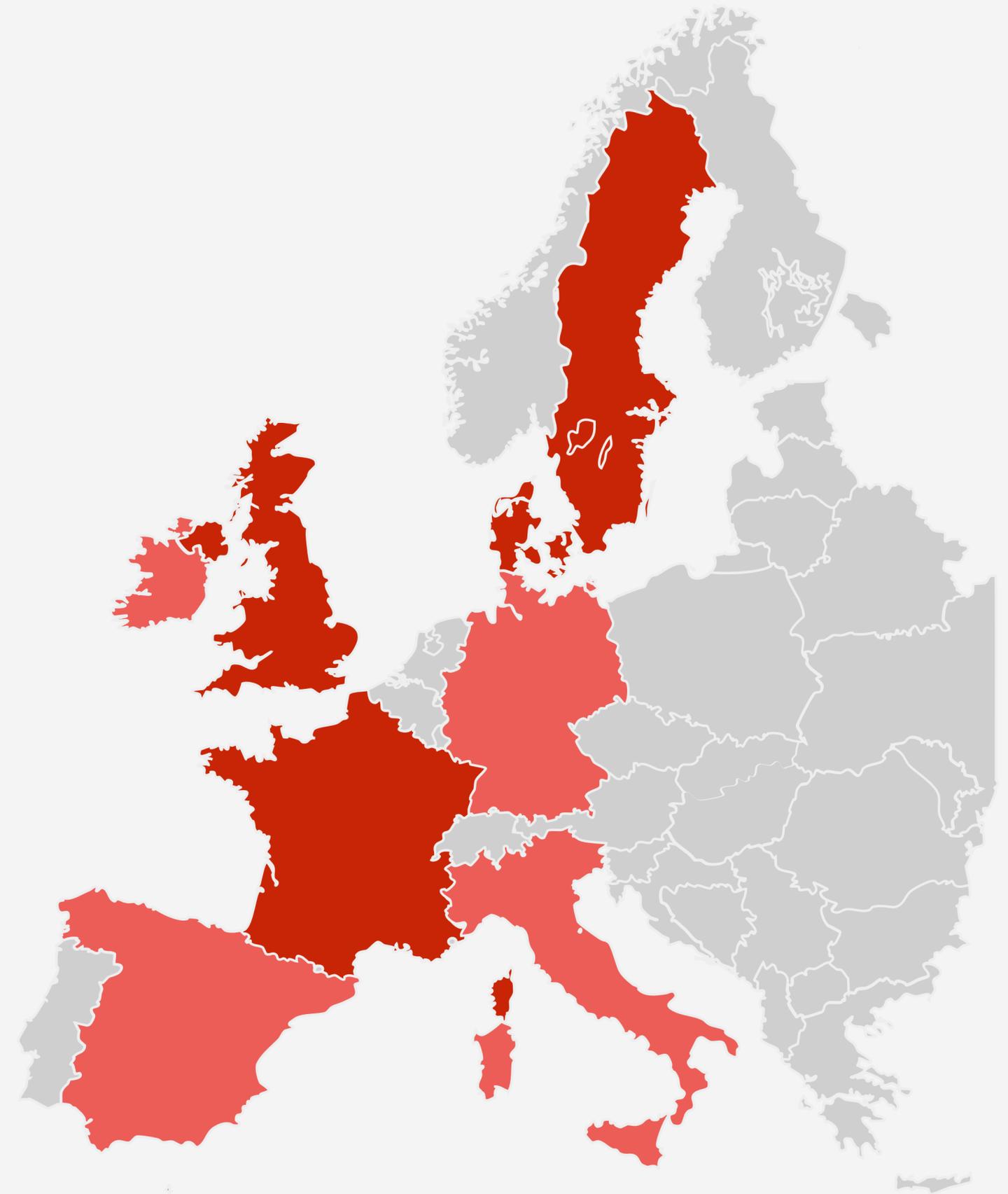


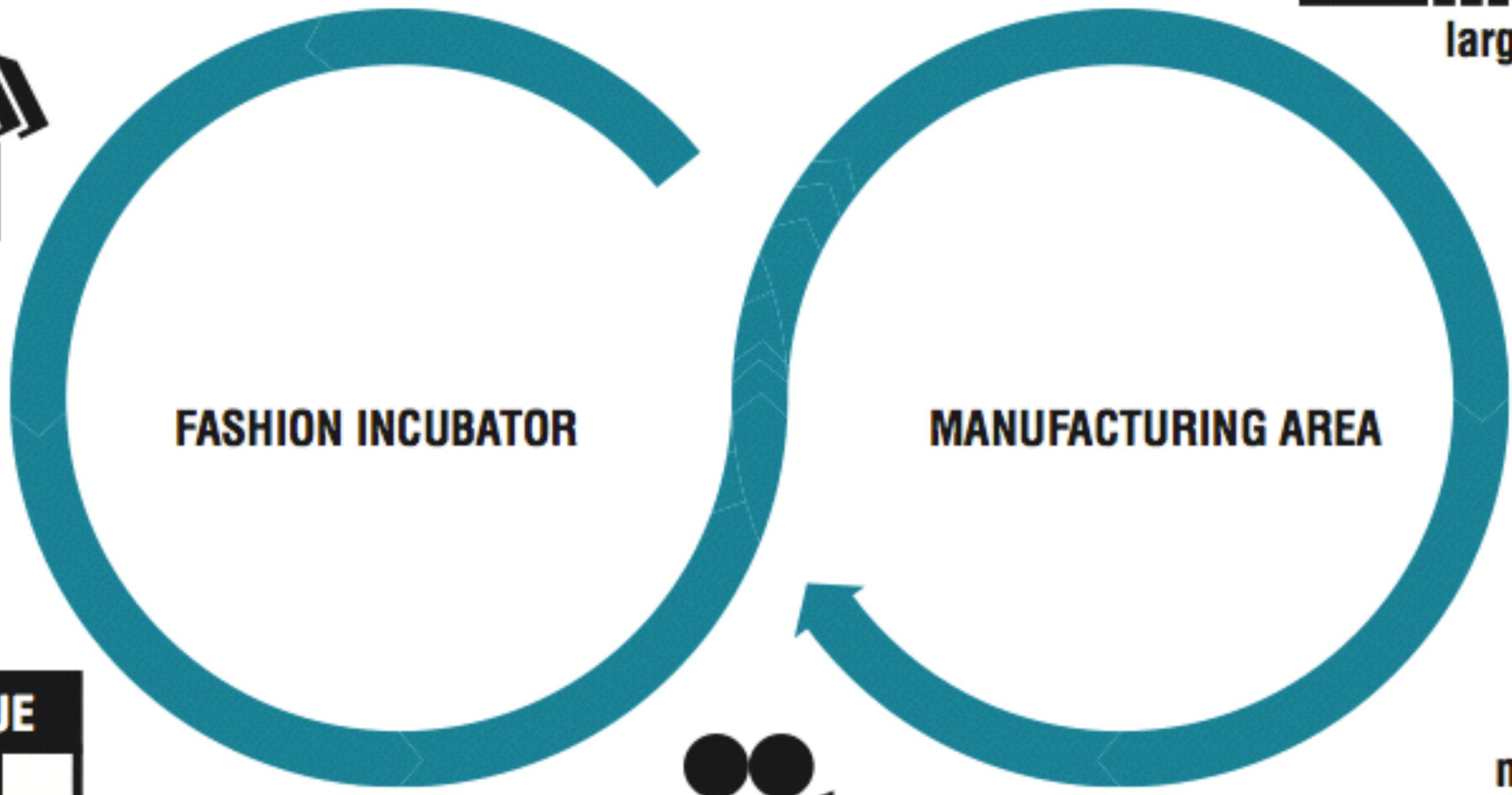
In discussions with local community groups.

Others



After United States rollout strategy is finalized, will explore European expansion.





NEXT SHORING



SUPPLY CHAIN SOLUTIONS



sourcemap
where things come from

INTERACTIVE PLATFORMS FOR TRANSPARENCY



CLOSING THE SKILLS GAP

BROOKLYN'S WORKFORCE NEEDS

MANUFACTURE NEW YORK

A wide-angle photograph of a garment factory. The scene is filled with rows of sewing machines and workers. In the foreground, there are large stacks of colorful, patterned fabric. A worker in a pink shirt is visible on the left, and another worker in a white shirt is on the right. The factory has a high ceiling with many fluorescent lights and metal beams. The overall atmosphere is one of a busy, industrial manufacturing environment.

MANUFACTURING JOBS ARE A PATHWAY TO ECONOMIC MOBILITY

OPPORTUNITY THROUGH MANUFACTURING

MANUFACTURE NEW YORK



EDUCATION & WORKFORCE TRAINING



**INNOVATIVE INDUSTRIAL
MACHINERY & PROCESSES**



**TEXTILE WASTE & THE
CIRCULAR ECONOMY**

BUILDING A NEW GENERATION OF WORKERS

MANUFACTURE NEW YORK
WORKFORCE DEVELOPMENT CENTER

CASE STUDY #1: MARGARET MAY

- Age: 25
- Hometown: Tennessee
- Current Job: Head Patternmaker, Manufacture NY
- Education: B.S., Textile, Merchandise, and Design, from Middle Tennessee State University
- Salary: \$40,000/year
- Previous Jobs: Cookie quality control, Frito Lay (\$13/hr); costume shop (\$10/hr)
- How She Learned Her Craft: After starting out making patterns in high school, studied design in college, worked in a costume shop and then interned at Haute Hippie, where she eventually became an assistant patternmaker.
- Long-Term Goal: To become a better patternmaker, gain new skills, learn, and push limits.

MARGARET, ON HOW SHE GOT STARTED AS A PATTERNMAKER:

“When I was a Sophomore in high school I made my self drafted my first big pattern and garment- a disco man Halloween costume for my brother. I stayed up all night making it and then the costume (and my brother) won first place at his dance. That day my mom told me I wasn't allowed to make my own patterns until I had sewn at least 20 garments off traditional store bought patterns, so I would understand the construction and the way things are out together. That was the best direction I have ever received in my life, because it taught me not to get ahead of myself and learn why things are put together in the correct order.”



CASE STUDY #2: RON WALLACE

- Age: 22
- Hometown: Brooklyn, NY
- Current Job: Fashion Designer, CEO of NAMM New York
- Education: A.A., Multimedia and Arts
- Salary: TBA
- Previous Jobs: Exterminator (\$15/hour), freelance graphic designer
- How He Learned His Craft: No formalized course of study – trained under the team at Manufacture NY
- Long-Term Goal: To become one of the most prolific designers of all-time

ABOUT RON & HIS BRAND, NAMM NEW YORK:

With his knowledge of the hard streets of Brooklyn, combined with his graphic design skills, and his experience from Manufacture New York, Ron is an influential tastemaker of urban luxury. Ron's sharp style and dynamic entrepreneurial spirit brings a fresh perspective to New York City fashion, and his premier red carpet show is one you cannot miss.



CASE STUDY #3: SABA GREY

- Age: 21
- Hometown: Louisville, KY
- Current Job: Production assistant at MNY; fashion stylist; and sales rep for a few designers.
- Education: High school diploma
- Salary: Depends
- Previous Jobs: Taught English to children in Spain
- How She Learned Her Craft: Had her own personal style, but learned most concrete skills from MNY, including basics of pattern-making, digitizing patterns, and sewing.
- Long-Term Goal: To have her own clothing line

SABA, ON WHAT MANUFACTURE NY MEANS TO HER:

“I have gained many opportunities from Manufacture New York, including having had met some of the designers I represent through MNY. MNY has taught me the basics of pattern making, Digitizing patterns, and so much about sewing. This has allowed me to feel confident that in the future I could have my own successful clothing brand.

It's so refreshing to know that this industry is not just going to the wealthy trust find designers and the emerging talent has some strong backing.



**CONNECTING WORKERS WITH JOBS; STRENGTHENING SOUTHWEST BROOKLYN'S
WATERFRONT ECONOMY**

- SBIDC HAS WORKED WITH SOUTHWEST BROOKLYN'S INDUSTRIAL AND MANUFACTURING COMMUNITY SINCE 1978.
- WE OFFER FREE HIRING ASSISTANCE TO LOCAL COMPANIES, AND JOB PLACEMENT TO LOCAL WORKERS.
- WE MANAGE THE SOUTHWEST BROOKLYN INDUSTRIAL BUSINESS ZONE (IBZ) AND PROVIDE A VARIETY OF SERVICES TO BUSINESSES, INCLUDING ASSISTANCE WITH TAX INCENTIVES, PROCUREMENT, NAVIGATING GOVERNMENT, ACQUIRING REAL ESTATE, AND MORE.

WORKFORCE DEVELOPMENT

- SBIDC HAS PLACED HUNDREDS OF WORKERS IN INDUSTRIAL JOBS OVER THE PAST SEVERAL YEARS.
- INDUSTRIAL JOBS THAT PROVIDE INCOME MOBILITY AND CAREER PATHWAYS.
- RELATIONSHIPS WITH NUMEROUS PARTNER AGENCIES AS WELL AS THE LOCAL BUSINESS COMMUNITY.

STRONG COMMUNITY RELATIONSHIPS

- SBIDC HAS A LONG HISTORY OF WORKING WITH LOCAL RESIDENTS AS WELL AS COMMUNITY-BASED ORGANIZATIONS AND TRAINING PROVIDERS.

PARTNERS INCLUDE:

- OPPORTUNITIES FOR A BETTER TOMORROW
- BROOKLYN WORKFORCE INNOVATIONS
- RED HOOK INITIATIVE
- FIFTH AVENUE COMMITTEE
- CENTER FOR FAMILY LIFE
- TURNING POINT
- CAMBA
- UPROSE
- LUTHERAN FAMILY HEALTH SERVICES
- SCHOOL OF COOPERATIVE AND TECHNICAL EDUCATION

EXTENSIVE RELATIONSHIPS WITH MANUFACTURERS

SBIDC HAS WORKED WITH MANUFACTURERS FOR MANY YEARS,
AND UNDERSTANDS THEIR NEEDS.

IN THE PAST YEAR, BUSINESSES WE HAVE ASSISTED WITH HIRING
INCLUDE:

- SIMS METAL MANAGEMENT
- RIVA PRECISION MANUFACTURING
- MAKERBOT
- LEE SPRING
- GOTHAM GREENS
- AND MANY OTHERS...

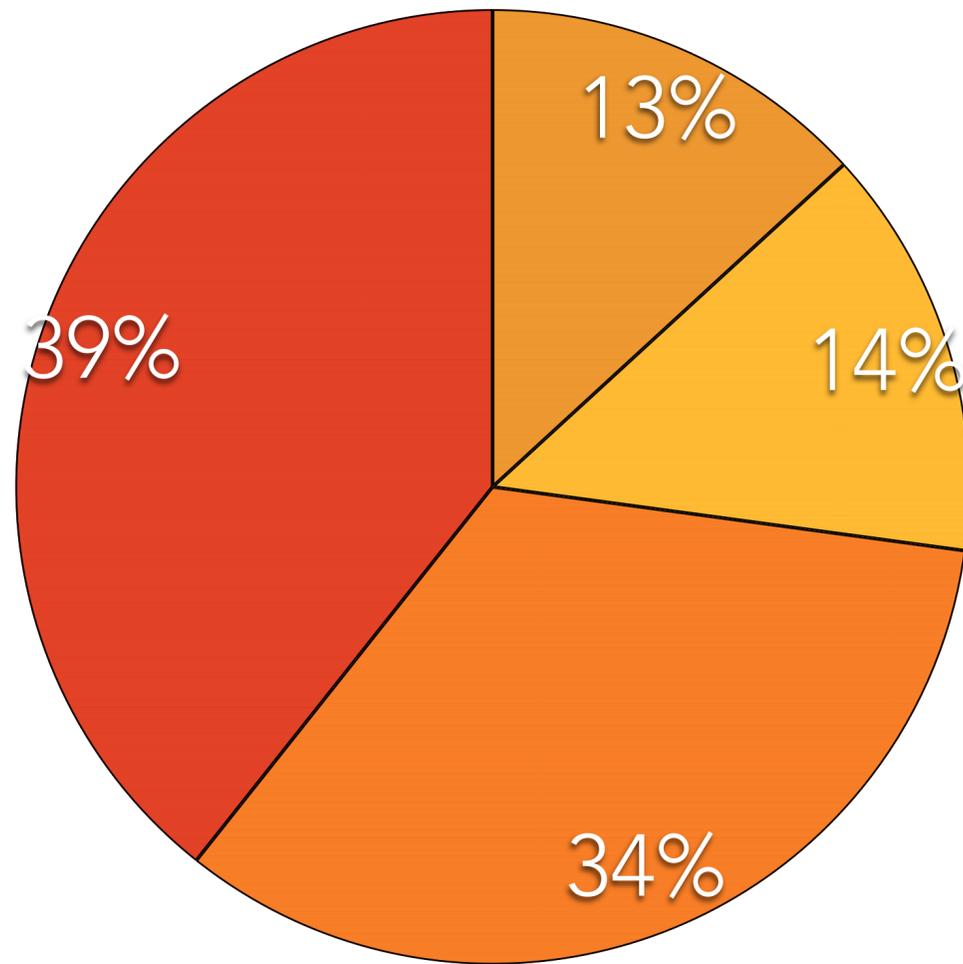
BROOKLYN NEEDS JOBS

- 7% UNEMPLOYMENT RATE
- 11% INCLUDING THOSE WHO HAVE LEFT THE LABOR FORCE.
- 21% OF BROOKLYN FAMILIES WERE BELOW THE POVERTY LINE AT SOME POINT IN 2012.
- 29% OF FAMILIES WITH CHILDREN UNDER AGE 18 WERE BELOW THE POVERTY LINE.



MOST BROOKLYNITES HAVE NOT GONE TO COLLEGE

ADULTS OVER 25, BY
EDUCATION LEVEL



- Less than 9th Grade
- Some high school
- High school diploma or GED
- Bachelor's degree or higher

SOURCE: AMERICAN COMMUNITY SURVEY, 2012

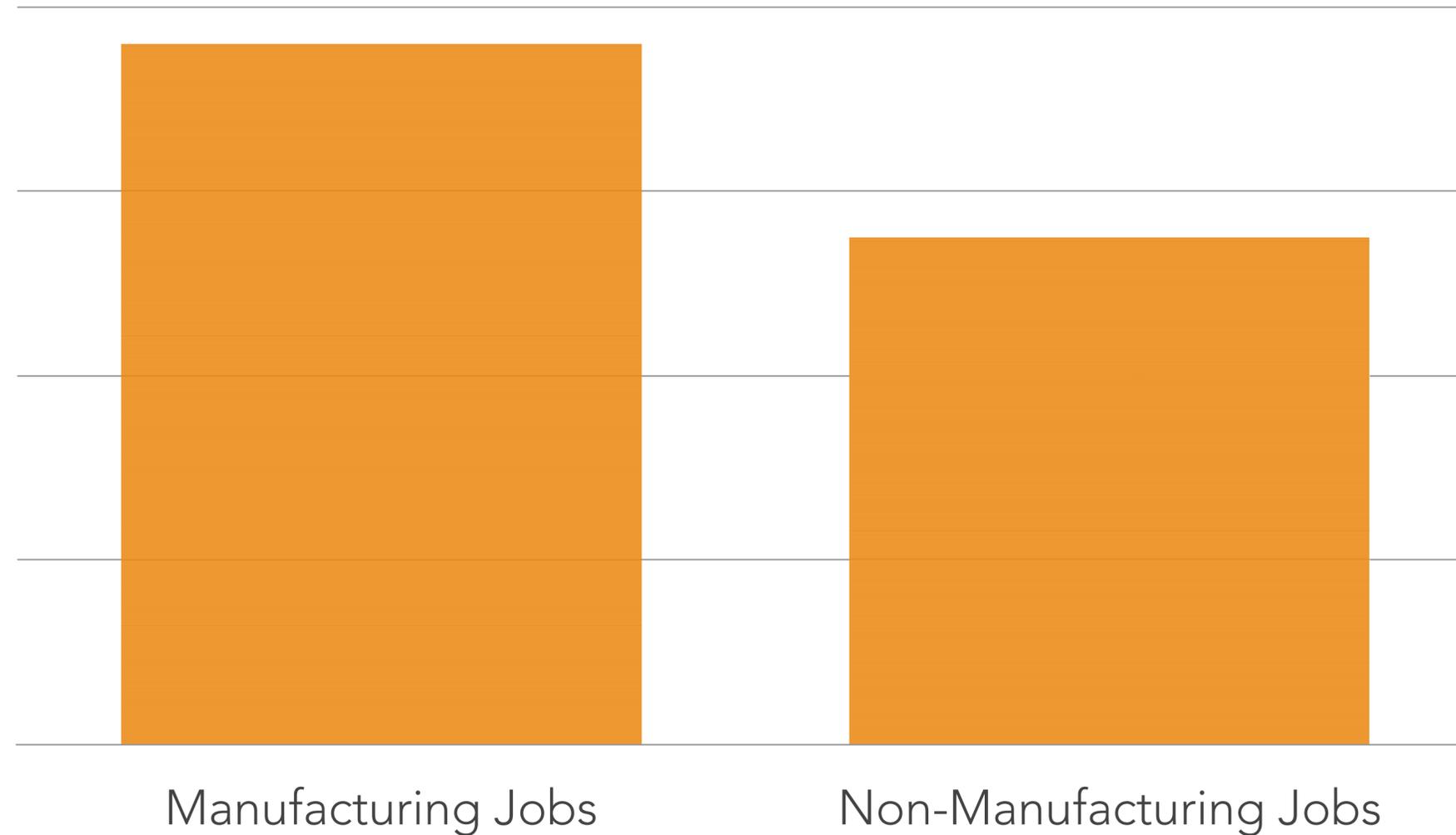
MANUFACTURING OFFERS BETTER WAGES THAN RETAIL



SOURCE: 2013 SECTOR-SPECIFIC WAGE DATA, BUREAU OF
LABOR STATISTICS

MANUFACTURING JOBS = BENEFITS

■ Health & Retirement Benefits



SOURCE: BUREAU OF ECONOMIC ANALYSIS, U.S. DEPT. OF COMMERCE,
ECONOMICS AND STATISTICS ADMINISTRATION (2010)

MANUFACTURING OFFERS BETTER COMPENSATION

AS COMPARED TO ALL NON-
MANUFACTURING INDUSTRIES,
MANUFACTURING JOBS PAY A 17%
PREMIUM WHEN BOTH WAGES AND
BENEFITS ARE INCLUDED.

Manufacture New York will serve as the management entity and central hub for an integrated workforce training and development education program preparing workers across the full spectrum of jobs from entry, mid to high level technical and management career opportunities within the apparel (and related) sectors.

MNY WORKFORCE DEVELOPMENT CENTER

- On-site Training and Job Placement
- Coordination with on-site and citywide manufacturers
- Harness and host large network of existing training providers across a range of specialties
- Training curriculum addressing cutting edge issues and industry specific needs
- Curriculum and programming platform that integrates horizontal and vertical opportunities
- Integration of sustainable business practices both core curriculum and specialized modules
- On-site access to state of the art technology and wide range of apparel-related manufacturers
- Opportunities for apprenticeships
- Employee training for on-site manufacturers

PROGRAM STRUCTURE

- Manufacture New York hosts, oversees program management, co-develops apparel manufacturing and sustainability specific curriculum in conjunction with partners
- SBIDC functions as program operations/coordination manager using a core staff of two on-site fulltime employees (with additional support from SBIDC's Director of Workforce Development and others)
- SBIDC functions as lead agency for job placement and hiring assistance
- Center brings an array of existing training organizations to serve the full market spectrum and a network of supplemental job placement opportunities
- Minimal spatial requirements leveraging MNY's comprehensive multipurpose, modular space, technology and infrastructure

Fashion, Business & Government Supporters

Office of the Brooklyn Borough
President

Office of Senator Kirsten Gillibrand

Representative Nydia Velasquez

City Councilmember Brad Lander

City Councilmember Carlos
Menchaca

Brooklyn Chamber of Commerce

Made In NYC (Pratt Center for
Community Development)

Southwest Brooklyn Industrial
Development Corporation

American Sustainable Business
Council

The Design Trust for Public Space

Save The Garment Center

The Garment District Alliance
(formerly the Fashion Center BID)

Fashion Institute of Technology

Fashion Group International

Yeohlee Teng

Nanette Lepore

Ralph Rucci

Norma Kamali

Centre for Social Innovation

Social Enterprise Alliance

Open Source Fashion Network

Decoded Fashion

Made In America Movement

Red Hook Initiative

Restore Red Hook

TrimLab

RePopRoom

LIM College

FashInvest

Wearable Tech & Educational Partnerships

MIT Media Lab

Columbia University

Dept of Architecture & Comp Science

Princeton University

Dept of Mech Engineering

Harvard University GSD

Stanford University Product Design

NYU ITP

Parsons Fashion Technology

FIT

Google ATAP (Advanced Technology & Projects)

Google X Labs

Intel

Samsung

Makerbot

Shapeways

3D Systems

Statusys

Autodesk

iMaterialise

Francis Bitonti Studio

3D Hubs

Other Labs

Sewbo

Bodylabs

3D Hubs

Other Labs

Sewbo

Bodylabs

Wearable Experiments

Body-by-Print

Fabrican

Biocouture

Modern Meadow

Genspace

Synbiota

Epibone

MC-10

Bare Conductive Ink

Terreform One

New Lab

Nooka Mind style

Sthira

Rock Paper Robot

Sourcemap

Geli

Littlebits

NewAer

ELLE

WWD

REFINERY29

Inc.

WALL STREET
JOURNAL

THE
CUT

UPWORTHY

CBS
NEWS

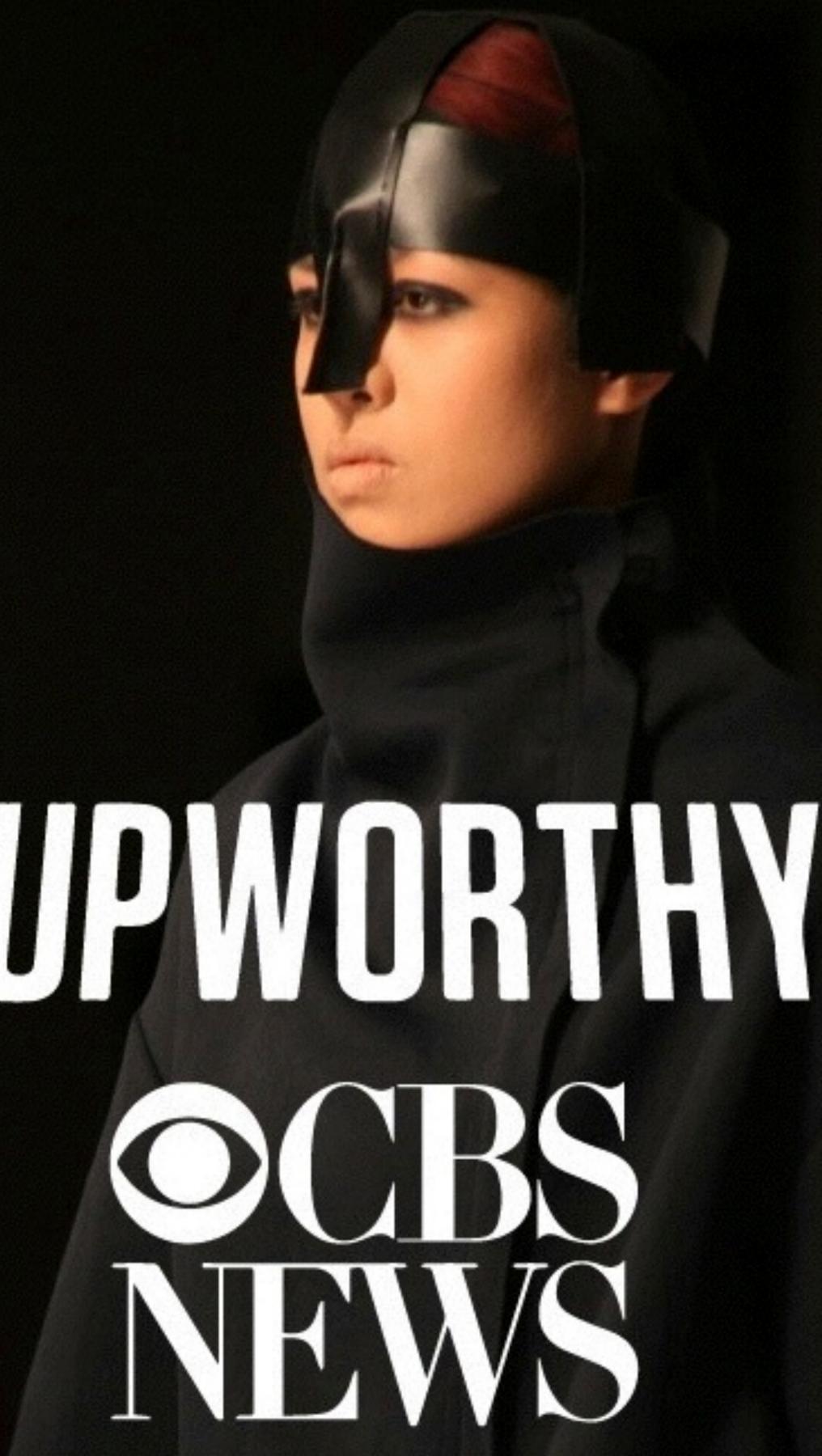
THE
Nation.

The
New York
Times

INDUSTRYWEEK

IW

GOOD



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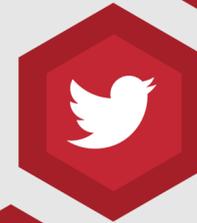
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