



FAY INTRODUCES ARTHUR ARBESSER

MILAN, 18 SEPTEMBER 2017 – FAY – CLOTHING BRAND OF TOD'S GROUP – IS PLEASED TO ANNOUNCE THE BEGINNING OF ITS PARTNERSHIP WITH THE DESIGNER ARTHUR ARBESSER, WHO TAKES THE CREATIVE DIRECTION OF THE BRAND.

THE FIRST FALL/WINTER COLLECTION, FRUIT OF THIS PARTNERSHIP, WILL BE PRESENTED AT THE START OF 2018.

BORN AND RAISED IN VIENNA, ARBESSER CULTIVATED HIS PASSION FOR ART AND DESIGN, WHICH DEEPLY INSPIRE THE DESIGNER'S CREATIONS TODAY. AFTER GRADUATING FROM CENTRAL SAINT MARTINS COLLEGE FOR ART AND DESIGN, HE MOVED TO MILAN, WHERE HE DESIGNED FOR ONE OF THE MOST PRESTIGIOUS FASHION HOUSES, ARMANI, IN THE FOLLOWING YEARS.

IN 2013, HE LAUNCHED HIS EPNYMOUS LABEL, SOON ACCLAIMED BY INTERNATIONAL PRESS AND, IN 2015, HE WAS ONE OF THE FINALISTS AT THE SECOND EDITION OF THE LVMH PRIZE.

"WE ARE THRILLED ABOUT THIS NEW PARTNERSHIP," SAID ANDREA DELLA VALLE, VICE CHAIRMAN OF TOD'S GROUP.

"WE BELIEVE THAT ARTHUR'S CREATIVE FLAIR AND FRESHNESS, COMBINED WITH HIS PASSION FOR ART, WILL PERFECTLY MATCH FAY AND ITS LIFESTYLE, GENERATING A HIGHLY POSITIVE RELATIONSHIP."

"FAY IS A BRAND WITH IDENTITY, CLASS AND HISTORY. I'M REALLY THRILLED AND CONFIDENT THAT THIS WILL BE THE BEGINNING OF A NEW AND INTERESTING JOURNEY FOR BOTH MYSELF AND THE BRAND," SAID ARTHUR ARBESSER.