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Ready-to-Wear/Textiles

Gen Art Evolves Off Runway

By Julee Greenberg

NEW YORK — Gen Art, which will hold its show on Feb. 2 at the Waterfront at West 27th Street and 11th Avenue here, is forgoing the runway for what it calls The New Garde.

The new format will be an art installation-like presentation featuring live-model vignettes. The event will take place from 6 to 8 p.m., followed by an after party at the same location.

"We've noticed designers are opting to show in a presentation format more and more, so the creation of the show was really just a response to designer demand," said Lee Trimble, fashion director of Gen Art. "The runway is irreplaceable and we'll continue to do runway shows in other seasons, but this is a way to present collections to editors and buyers in an intimate setting, without the rush and frenzy of runway."

Like its Fresh Faces format, Gen Art's New Garde will feature three designers: Chris Habana, Geren Ford



A look from
Geren Ford's
fall collection.

and Jerry Tam.

Habana is a native of the Philippines who designs women's wear with a "sci-fi and stylized horror film" theme and first showed his collection with the organization in 2004. Ford is a Los Angeles women's wear designer who launched her signature line in 2002. After she showed in Gen Art's Fresh Faces in Fashion Los Angeles show last year, Ford's line was picked up by retailers, including Barneys New York and Neiman Marcus.

Tam is new to Gen Art. His women's wear company, Form by Jerry Tam, is based here. Tam brings his experience designing at such firms as Imitation of Christ, Perry Ellis and Zac Posen to Form, which he describes as "original women's wear with a futuristic sense of luxury."

Gen Art, which was founded in 1993, is dedicated to promoting and supporting the careers of emerging talent in fashion, film, music and the visual arts. Past participating designers include Zac Posen, Rebecca Taylor, Chaiken and Eugenia Kim.