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AAFA Education Foundation Salutes Scholar Sponsors Perry Ellis International and Siemens PLM Software

Arlington, VA – The American Apparel & Footwear Association (AAFA) Education Foundation today announced that Perry Ellis International and Siemens PLM Software will serve as Scholar Sponsors for the upcoming Material World opening night cocktail reception benefiting the AAFA Education Foundation. Proceeds from the September 30 event will provide scholarships to students and additional funding to thirteen AAFA-endorsed educational institutions.

“The contribution Perry Ellis International and Siemens PLM Software have made to the future of the U.S. fashion industry is quite clear,” said AAFA Education Foundation Chairman Michael T. Fralix, President and CEO of Textile/Clothing Technology Corporation ([TC]²). “When top producers and leading technology providers make such a significant investment in tomorrow’s apparel and footwear leaders, we can guarantee that our industry’s future will remain competitive and bright.”

“The continued success of America’s apparel and footwear industry within a globally competitive environment depends on our ability to replenish current talent with highly creative and skilled professionals,” said Perry Ellis International Chairman and CEO George Feldenkreis. “We are proud to join other forward-thinking companies in supporting this effort by promoting higher learning across all apparel-related fields.”

“Siemens PLM Software is pleased to be a scholar sponsor of the AAFA Education Foundation, along with Perry Ellis,” said Dan Staresinic, senior director, consumer products, retail and life sciences, Siemens PLM Software. “Product lifecycle management (PLM) plays a pivotal role in the fashion industry today, and Siemens PLM Software is committed to help the industry succeed in fully leveraging the power of PLM. From our leading edge software solution, Teamcenter for Softlines, Hardlines, & Footwear, to our support for the education of future fashion designers, merchandisers, and supply chain professionals via software grants, Siemens PLM Software is committed to be a partner in the success of the apparel and footwear industry.”

As part of Siemens PLM Software's continuing support for the next generation of fashion designers, merchandisers, and supply chain professionals, the company recently announced an in-kind software grant with a commercial value of nearly \$20 million to Oklahoma State University's Apparel Design and Production program to further enrich their product development and merchandising curriculum. The grant was announced during AAFA's Human Resources Leadership Committee meeting on September 17. ([See separate release](#))

"Siemens PLM Software looks forward to providing similar in-kind software grants to additional AAFA-endorsed schools to bring the same world-class product development tools that leading-edge companies use so students gain the essential knowledge and practical experience necessary to prepare them to enter the workforce," added Staresinic.

During the reception, Perry Ellis International and Siemens PLM Software will be recognized for their gift of \$10,000 with AAFA Education Foundation named scholarships, the first of their kind. This is the highest sponsorship level and will be awarded for a period of one year to one of AAFA's thirteen endorsed institutions.

Since its creation in 1968, the AAFA Education Foundation has benefited over 2,500 students at seventeen institutions throughout the United States and Canada. Scholarships are awarded to AAFA-endorsed institutions for programs and students demonstrating hard work and promising careers in the design and apparel industry.

Event sponsors also include Li & Fung USA, Gerber Technology, Guess? USA, Financo, Inc., Kenneth Cole Productions, and TradeCard.

Presented in cooperation with the American Apparel & Footwear Association, California Apparel News, Material World, and the California Market Center, the cocktail reception will be held at the Fashion Institute of Design and Merchandising from 5:30-7:30 PM on Sept. 30. Tickets are available for purchase through the AAFA Web site at www.apparelandfootwear.org/events.

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