

fashion week, how i'm making it, spring 2012 new york

How They're Making It: Gen Art's Spring 2012 'Fresh Faces in Fashion'

By [DHANI MAU](#) Friday, Sep 9, 2011 / 5:00 PM



Eleven new designers will show their spring 2012 collections tonight thanks to the newly revived Gen Art, an institution that has helped propel labels like Vena Cava, [Zac Posen](#) and [Phillip Lim](#) into the spotlight. They had to take a little break due to financial woes, but now they're back in full force with their annual "Fresh Faces in Fashion presented by smart car" program. Gen Art has selected the following lucky 11 women's, men's and accessory designers to showcase their stuff for editors and buyers in a fully staged runway show.

But, it's not just luck—each of these designers are genuinely talented and, from what we've seen very promising.

Many of them are already on the road to success—one's being sold at Madewell—and have impressive pedigrees, like Central St. Martins degrees and a gig at Alexander McQueen. Also, three of them made it into our [Fashionista 15](#).

We think they're all ones to watch and we wanted to share their stories, so we interviewed each of them for mini versions of our [How I'm Making It](#) series. Click through to find out where these future stars have been and where they're going.



Ann Yee

Who: Ann Yee

What: Womenswear

How:

What did you do before launching your own line/what is your fashion background?

After I graduated from the Philadelphia College of Textiles and Science, I designed knitwear for a number of brands, honing my skills and

techniques, before starting my own collection. I've designed for LaROK, Elizabeth & James, Barney's, and helped launch DUFFY, a womens contemporary knitwear collection.

How did the line come to be?

I've always wanted to start my own collection, but felt it was necessary to gain some industry experience before doing so. After working for about 4 years, I decided it was time to make a move so I started sketching a few designs in hopes of developing a small capsule collection. I found the proper resources and the rest is history!

What has been your biggest challenge?

Time management, but I've definitely gotten better by setting strict deadlines for myself.

What's the ballsiest thing you've had to do to for your business?

Quit my full-time job and dedicate everything to my business.

Where do you see Ann Yee five years from now?

I see the collection growing in size and expanding internationally into Asia & Europe for sure. There will definitely be more accessories in the line and possibly a foray into menswear.

What advice would you give to an aspiring designer?

Never hesitate to ask for help and definitely be prepared to make sacrifices. You're going to make loads of mistakes before you feel that sense of accomplishment—just remember to learn from these experiences. Be ready to work insanely HARD and try not to lose your sense of humor along the way.