

Ready <sup>To</sup>  
DREAM BIG?  
Fashion  
for Young  
Passion

Featuring Sophia Bush

July 15, 2018

6 P.m. - 9 P.m.

at **TAO**  
Downtown

92 Ninth Ave., New York, N.Y., 10011

GUCCI



in support of





685 Fifth Ave., New York, N.Y., 10022  
877-482-2430 \* [clientservice-europe@it.gucci.com](mailto:clientservice-europe@it.gucci.com) \* [www.gucci.com](http://www.gucci.com)

**FOR MORE INFORMATION, CONTACT:**

Ghazal F. Kawar, director of public relations  
Phone: 315-949-1878  
Email: [gfkawar@syr.edu](mailto:gfkawar@syr.edu)

**FOR IMMEDIATE RELEASE**

**GUCCI TO HOST FUNDRAISER FASHION SHOW FOR THE FUTURE PROJECT STARRING SOPHIA BUSH**

**NEW YORK, Nov. 8, 2017** – Gucci recently announced that American actress Sophia Bush will be featured in an exclusive fashion show dedicated to The Future Project, a nationwide program inspiring young Americans to live with passion and determination. Gucci also announced its new partnership with The Future Project, an initiative to collect donations to reform the structure of the country's high schools, and help students thrive and find a future path. The fashion show, titled Fashion for Young Passion, will take place on Sunday, July 15, 2018, from 6 p.m. to 9 p.m.

Fashion for Young Passion will showcase Gucci's new children's collections and the Spring 2018 Ready-to-Wear line. The event will take place in TAO Downtown, 92 Ninth Ave., New York, N.Y., 10011, located in the heart of Chelsea. The fashion show will include a designer meet-and-greet and a silent auction. Gucci will donate 40 percent of the proceeds to the Future Project.

Gucci and The Future Project are pleased to officialize their partnership with actress and activist Bush. Over the course of her career, Bush has committed to a number of different foundations, including the Children's Defense Fund and the Make-A-Wish Foundation. Bush will model one of the outfits, participate in the silent auction and host the fashion show.

VIP tickets will be sold for \$150 and regular tickets for \$75 in shopping stores located on Fifth Avenue starting Wednesday, Feb. 14, 2018.

"We are very excited to host this fashion show for The Future Project," said Susan Chokachi, CEO and president of Gucci America Inc. "We hope to raise a lot of money and awareness to help students in American high schools achieve their dreams."

(more)

Fashion for Young Passion is the first event dedicated to The Future Project. Before its partnership with Gucci, the foundation accepted individual donations only.

“We believe that everyone should have the opportunity to discover their path into the future and make their dreams come true. The fashion show will be a great way to promote this project, and we are all very excited to work with Gucci and Sophia Bush to make children’s dreams come true,” said Andrew Mangino, CEO and co-founder of The Future Project.

More information on the event is available on [www.gucci.com/us/en/st/runway](http://www.gucci.com/us/en/st/runway) or [www.thefutureproject.org/stories/#case-studies](http://www.thefutureproject.org/stories/#case-studies).

**About Gucci:** *Gucci’s mission is to become the leader in luxury market at world wide level. Corporate Social Responsibility is one of Gucci’s core values and is at the base of the brand’s identity. We recognize that the philosophy of “Sustainable Value” is at the heart of our management policies and our corporate conduct, which means that we have implemented a process to integrate social, environmental, ethical, human rights and consumer concerns into our business operations. Our business model is designed to provide our customers with the highest quality products, which are made in Italy in a responsible manner.*

**About The Future Project:** *Imagine millions of young people building our future. Young people everywhere should have opportunity to discover their potential and build the skills they need to change their lives and world. We exist to make that dream a reality, and we’re starting in American high schools. We work with schools to unlock the limitless potential of every young person in this country.*

###



685 Fifth Ave., New York, N.Y., 10022  
877-482-2430 \* [clientservice-europe@it.gucci.com](mailto:clientservice-europe@it.gucci.com) \* [www.gucci.com](http://www.gucci.com)



**Susan Chokachi**  
*CEO*

On April 1, 2016, Susan Chokachi has been named president and CEO of Gucci America Inc. She has more than seven years of experience in the marketing and communications Field. Since December 2009, Chokachi has been appointed senior vice president of marketing and communications at Gucci America Inc.

Chokachi supervises all marketing departments for Gucci in North and South America. In 1998, she joined Gucci as manager of special events. Chokachi also worked as senior executive director of special events and corporate partnerships and was influential in emerging integrated programs and philanthropic enterprises, such as the Gucci iPhone application, the Tribeca Film Institute Documentary Fund, the UNICEF partnership and the Chime for Change campaign.

Chokachi was an art history major at University of California, Berkeley. Her first fashion job was with Giorgio Armani in San Francisco and New York.

###





636 Broadway, Suite 704  
New York, NY, 10012

[hello@thefutureproject.org](mailto:hello@thefutureproject.org) \* 1-646-481-6145 \* [www.thefutureproject.org](http://www.thefutureproject.org)



**Andrew Mangino**  
*Co-founder and CEO*

Andrew Mangino is the CEO and co-founder of The Future Project. He was inspired by his grandfather, who challenged him to follow his dream to start this foundation. Ever since Mangino launched The Future Project in 2011, he began a national search for passionate young students with an aptitude of unleashing the talents of others. The Future Project received over 1,000 applications; however, they chose less than 1 percent of those applications to arrange the opening. Today, the foundation's budget has grown to \$2.7 million, and over a hundred schools want to pay for its services.

Mangino began working towards his passion at the age of 5. He started a local neighborhood newspaper, The West Caldwell Times, and kept it running for years. He was appointed student body president during 7th grade and created a leadership team of 50 students. After high school, Mangino became the editor-in-chief of the Yale Daily News, and later worked for Vice President Joe Biden as a speechwriter. A few years after, Mangino partnered with Kanya Balahrishna, who also worked for the Yale Daily News, in order to create The Future Project.

In 2011, Mangino ran The Future Project from overseas in order to pursue the Marshall Scholarship in Oxford, England. On one of his visits to the United States, Mangino met a group of students who overwhelmingly expressed their appreciation for The Future Project, which led him to leave Oxford and fully invest his time and resources in this foundation. Mangino is hoping to inspire students by making them believe in themselves.

###



685 Fifth Ave., New York, N.Y., 10022

877-482-2430 \* clientservice-europe@it.gucci.com \* www.gucci.com

**FOR MORE INFORMATION, CONTACT:**

Ghazal F. Kawar, director of public relations

Phone: 315-949-1878

Email: gfkawar@syr.edu

**FACT SHEET: *FASHION FOR YOUNG PASSION*  
November 2017**



**Gucci**

- Founded by Guccio Gucci in Florence, Italy, in 1921
- Italian fashion brand and leather goods label
- Originally created as a saddlery shop in Florence, Italy
- In 2014, Alessandro Michele, Gucci's creative director, introduced a new contemporary approach that re-established the company's reputation as one of the most influential luxury brands.
- According to Kering, Gucci has 520 directly operated stores and 10,253 employees since 2016
- CEO of the brand is Marco Bizzarri, and CEO of Gucci America Inc. is Susan Chokachi
- One of Gucci's fundamental values is corporate social responsibility
- Carries out a process that encompasses environmental, social and moral affairs



**The Future Project**

- Launched in 2011 by Andrew Mangino and Kanya Balakrishna after learning that students were not inspired
- Aims to inspire young students to thrive and live with passion and purpose
- The first foundation to attempt to hire a "dream director," someone who exclusively focuses on improving engagement and empowerment within low-income schools in America
- According to the Idealist blog, The Future Project has been working with 25,000 students since 2015
- The company is sponsored by private philanthropic donations, small to medium donations and established partners
- The foundation's budget grew to \$2.7 million in 2017
- CEO: Andrew Mangino
- According to New Haven Register, the foundation received \$15,000 from a Yale philanthropy class

(more)

### **Fashion and Education**

- Students in American high schools are uninspired and do not work towards career aspirations and future lives
- According to The Future Project, 1 in 4 students in American high schools drop out of school, and approximately 88 percent do it because of monotony
- The future lives of most American students are being shaped by the expectations of parents, friends and society
- The American school system lacks leaders who are able to empower, influence and equip students with proper resources that challenge and confront problems
- Education in the United States is focused on building and improving skills but ignores the significant role the environment plays in establishing whether those skills are applied
- The society is increasingly confronted by a growing number of complicated challenges and opportunities

### **Fashion for Young Passion**

- An initiative to collect donations to reform the structure of the country's high schools, and to help students thrive and find a future path
- The first event dedicated to The Future Project
- Held in TAO Downtown, 92 Ninth Ave., New York, N.Y., 10011, on Sunday, July 15, 2018, from 6 p.m. to 9 p.m.
- Includes a designer meet-and-greet, silent auction and fashion show
- Gucci will donate 40 percent of the proceeds to The Future Project
- VIP tickets will be sold for \$150 and regular tickets for \$75 in shopping stores located on Fifth Avenue starting Wednesday, Feb. 14, 2018
- Sophia Bush will model one of the outfits, participate in the silent auction and host the fashion show

###



685 Fifth Ave., New York, N.Y., 10022  
877-482-2430 \* [clientservice-europe@it.gucci.com](mailto:clientservice-europe@it.gucci.com) \* [www.gucci.com](http://www.gucci.com)

**FOR MORE INFORMATION, CONTACT:**

Ghazal F. Kawar, director of public relations

Phone: 315-949-1878

Email: [gfkawar@syr.edu](mailto:gfkawar@syr.edu)

**BACKGROUNDER: *FASHION FOR YOUNG PASSION***  
**November 2017**

**Gucci**

Gucci, also known as The House of Gucci, is a leather goods label and an Italian fashion brand. Founded in 1921 in Florence, Italy, by Guccio Gucci, the brand has operating stores all over the world and is currently one of the world's leading and most notable luxury brands. Gucci's aim is to offer its customers the finest quality products, which are sensibly made in Italy.

The House of Gucci was originally created as a saddlery shop in Florence, Italy. Guccio Gucci expanded the company by bringing it to Rome and Milan. The brand mainly manufactured high quality leather products such as loafers, handbags, shoes, silks and knitwear.

In 1953, Guccio Gucci's children, Aldo and Rodolfo Gucci, expanded the brand's prospects by launching stores and offices in New York City. In 1988, Maurizio Gucci, Rodolfo Gucci's son, tarnished the brand's reputation and was forced to sell it to Investcorp, a family-owned company based in Bahrain. By 1997, according to Vogue magazine, Gucci had 76 globally operated stores with a number of licensing agreements.

Frida Giannini, an Italian fashion designer, was appointed as Gucci's creative director in 2006. In 2014, Alessandro Michele, the brand's current creative director, took over. According to Kering's 2016 key figures, Gucci has 520 directly operated stores worldwide and 10,253 employees.

(more)



Michele introduced a new contemporary approach that re-established the company's reputation as one of the most influential luxury brands of the 21st century, further underpinning it as one of the most fashionable houses. Gucci's products illustrate the peak of Italian artistry and craftsmanship.

One of Gucci's fundamental values is corporate social responsibility. The brand carries out a process that encompasses environmental, social and moral affairs into its business operations. That said, Gucci applies the concept of sustainable value into its management strategies. The brand is faithful to raising awareness and producing a receptive culture within its internal and external environments comprising employees, consumers, commercial and financial partners, trade associations and unions, suppliers, subcontractors and communities. Gucci ensures corporate social responsibility by endorsing a social and environmental responsibility that focuses on the respect for employees' privileges, opportunities, professional skills and health and safety. The brand also promotes diversity, collaboration and commonality, business ethics and environment protection.

According to Bloomberg, Marco Bizzari became the current CEO of the brand on December 12, 2014, and Susan Chokachi, the president and CEO of Gucci America Inc., was promoted on April 1, 2016 from senior vice president of marketing and communications.

**About Gucci:** *Gucci's mission is to become the leader in luxury market at world wide level. Corporate Social Responsibility is one of Gucci's core values and is at the base of the brand's identity. We recognize that the philosophy of "Sustainable Value" is at the heart of our management policies and our corporate conduct, which means that we have implemented a process to integrate social, environmental, ethical, human rights and consumer concerns into our business operations. Our business model is designed to provide our customers with the highest quality products, which are made in Italy in a responsible manner.*

### **The Future Project**

The Future Project is a nonprofit organization that aims to inspire young students to thrive and live with passion and purpose. The foundation was founded by Andrew Mangino, CEO and co-founder, as well as Kanya Balakrishna, president and co-founder. The Future Project is the first foundation to attempt to hire a "dream director," someone who exclusively focuses on improving engagement and empowerment within low-income schools in America.

Dream directors of The Future Project follow three strategic principles. First, they help students follow their dreams over the course of the year by providing ongoing mentoring, coaching and after-school workshops. Second, dream directors study the

(more)

environment and accordingly create their own set of goals that can help students dream big. Finally, they work towards building a dream team, which is a group of inspired leaders who learn about the process and work towards becoming dream directors. Such teams embark on projects that increase student engagement, improve the physical environment of their school and develop the attitudes of students and adults.

Dream directors are thoroughly trained at the foundation's Dream Academy and are taught a fundamental methodology for unlocking students' potential. This methodology is based on scientifically supported techniques from numerous research fields to revolutionize school culture and create determination in students.

Recent studies show that 9 in 10 students reported feeling "more connected" to their peers, and 4 in 5 schools demonstrated improvement in student-teacher relationships after a year of working with a dream director. In addition, 98 percent of students who joined a dream team represented a development towards attitude, competence and responsibility.

According to Ashoka, a nonprofit organization that supports social entrepreneurs, 70 percent of staff and 95 percent of students followed the foundation's model. Since 2011, The Future Project encountered a steady growth rate of 200 percent each year. Its budget has grown progressively from \$800,000 in the first year to \$2.7 million today. Approximately 20 percent of the budget comes from district and corporate funding, 30 percent from foundation funding and 50 percent from individual contributors. As stated by the Idealist blog, the foundation has been working with 25,000 students in different states across the U.S.

The Future Project is sponsored by private philanthropic donations, small to medium foundations and various established partners, such as Google, Blackstone and Yale University. According to The New Haven Register, The Future Project received \$15,000 from a Yale philanthropy class in 2012.

The Future Project was awarded The Draper Richards Kaplan Foundation grant, which is an award given to the top 1 percent of developing social initiatives each year. In addition, the foundation received funding from The Heckscher Foundation for Children and the Arbor Brothers, a nonprofit organization that funds promising social entrepreneurs.

**About The Future Project:** *Imagine millions of young people building our future. Young people everywhere should have opportunity to discover their potential and build the skills they need to change their lives and world. We exist to make that dream a reality, and we're starting in American high schools. We work with schools to unlock the limitless potential of every young person in this country.*

(more)

## **Fashion and Education**

Students in American high schools are uninspired, disengaged and pessimistic towards potential career aspirations. Millions of Americans do not have faith in the future and are unsatisfied with their lives. More than 50 percent say they are discontented in their jobs and nearly 67 percent feel hopeless and believe that the younger generation will face harsher economical challenges. One in 4 students in American high schools drop out, and approximately 88 percent do it because of monotony. These problems are caused by discouraged and incompetent school teachers, lack of real-world learning experiences and an overdependence on testing.

The future lives of most American students are being shaped by the expectations of parents, friends and society. This is the result of lack of unique leadership that encourages students to believe in themselves. Leaders tend to follow a more rigid, formulaic and consistent teaching paradigm. The American school system lacks leaders who have the ability to empower, influence and equip students with the proper resources that challenge and confront problems rather than complain about them.

A study conducted at Harvard Graduate School of Education demonstrated that education in the U.S. focuses on building and improving skills but ignores the significant role the environment plays in establishing whether those skills are applied. In addition, personal barriers associated with inferiority, embarrassment, peer pressure or perceived lack of support further inhibit the application of skills.

Society is increasingly confronted by a growing number of complicated challenges and opportunities. Effective collaboration between contributors and leaders guarantees solutions that will outstrip this problem. The ability to understand and respond to the feelings of others is the best way to ensure effective collaboration. This creates a new social obligation to assure that children fully develop their own distinctive capacity for responsiveness.

## **Fashion for Young Passion**

Fashion for Young Passion is a partnership between Gucci and The Future Project. This is the first-ever event dedicated to The Future Project that aims to raise awareness and collect donations to restructure the country's high schools and to help students thrive and search for a future path. Fashion for Young Passion will showcase Gucci's new children's collection and the Spring 2018 Ready-to-Wear line.

(more)

The fashion show will be held in TAO Downtown, 92 Ninth Ave., New York, N.Y., 10011, on Sunday, July 15, 2018, from 6 p.m. to 9 p.m. The event will include a designer meet-and-greet, a silent auction and a fashion show. American actress and activist Sophia Bush will be featured in the event. She will model one of the outfits, participate in the silent auction and host the fashion show.

Gucci will donate 40 percent of the proceeds to The Future Project. VIP tickets will be sold for \$150 and regular tickets for \$75. Tickets will be sold in shopping stores located on Fifth Avenue starting Wednesday, Feb. 14, 2018.

For more information on the event or the partnership between Gucci and The Future Project, visit [www.gucci.com/us/en/st/runway](http://www.gucci.com/us/en/st/runway) or [www.thefutureproject.org/stories/#case-studies](http://www.thefutureproject.org/stories/#case-studies).

###

### Work Cited

Press Release: <https://www.gucci.com/us/en/>; <http://www.thefutureproject.org>

Bio (Susan Chokachi): <http://wwd.com/fashion-news/fashion-scoops/gucci-america-susan-chokachi-to-be-honored-at-make-equality-reality-gala-10964388/>;  
<https://www.linkedin.com/in/susan-chokachi-03027619/>

Bio (Andrew Mangino): <https://www.ashoka.org/en/fellow/andrew-mangino>

Fact Sheet: <https://www.gucci.com/us/en/>; <http://www.thefutureproject.org>;  
<http://www.kering.com/en/finance/group/brands-key-figures>;  
<https://www.bloomberg.com/research/stocks/private/person.asp?personId=82845191&privcapId=4307107>;  
<https://www.idealists.org/en/nonprofit/54dc333aadb44e3784243754fb3e89c4-the-future-project-new-york>; <http://www.nhregister.com/news/article/Yale-philanthropy-class-awards-50G-to-6-11527010.php>; <https://www.ashoka.org/en/fellow/andrew-mangino>

Backgrounder: <https://www.gucci.com/us/en/>; <http://www.thefutureproject.org>;  
<http://www.kering.com/en/finance/group/brands-key-figures>;  
<https://www.bloomberg.com/research/stocks/private/person.asp?personId=82845191&privcapId=4307107>;  
<https://www.idealists.org/en/nonprofit/54dc333aadb44e3784243754fb3e89c4-the-future-project-new-york>; <http://www.nhregister.com/news/article/Yale-philanthropy-class-awards-50G-to-6-11527010.php>; <https://www.ashoka.org/en/fellow/andrew-mangino>

Gucci and The Future Project  
*present*

**2018**

**FASHION  
FOR YOUNG  
PASSION**

6 p.m. - 9 p.m.  
TAO Downtown  
Sunday, July 15, 2018





# EDUCATION IN THE UNITED STATES

There are 50.7 million students in the U.S. in 2017



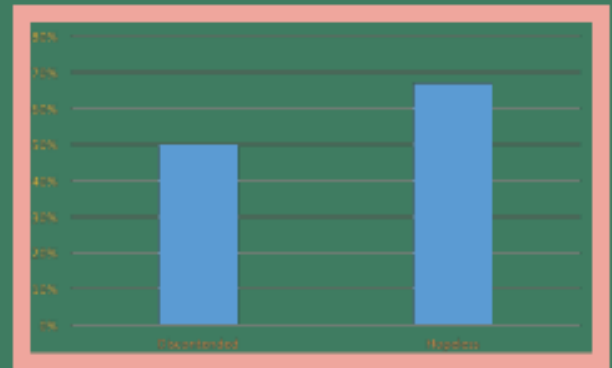
Only 3.1 million educators in the U.S. since 2015

**THE PROBLEM:** Students in American high schools are uninspired, disengaged and pessimistic towards potential career aspirations.

Students dropping out of school before graduation



Millions of Americans do not have faith in the future and are unsatisfied with their lives



More than 50 percent say they are discontented in their lives and nearly 67 percent feel hopeless and believe that the younger generation will face harsher economical challenges



1.3 million students do not graduate on time yearly



One in 4 students in American high schools drop out

**88**  
percent

do it because of monotony

**THE  
CHALLENGE**

The American school system lacks leaders who have the ability to empower, influence and equip students with the proper resources that challenge and confront problems rather than complain about them