



For Immediate Release

CFDA, Bank of America, and The Phantom of the Opera Celebrate Phantom Fashion 30

Thirty designers created one-of-a-kind The Phantom of the Opera masks to benefit Broadway Cares/Equity Fights AIDS

NEW YORK – October 15, 2018 – The Council of Fashion Designers of America, Bank of America and The Phantom of the Opera have partnered to commemorate Broadway’s longest-running musical with a unique project in support of Broadway Cares/Equity Fights AIDS.

The Phantom of the Opera celebrated its unprecedented 30th Anniversary in New York City on January 26, 2018. To mark the occasion, 30 designers were tasked to transform the look of the iconic Phantom mask –originally designed by Maria Björnson and realized by milliner Rodney Gordon – in their own aesthetic vision for a one-of-a-kind mask.

Participating #PhantomFashion30 designers and brands are Badgley Mischka, Chloe Gosselin, Christian Roth, Dennis Basso, Edie Parker, Eugenia Kim, Gigi Burris, Ilesteva, Isabel and Ruben Toledo, Judith Leiber, Kendra Scott, Kenneth Cole, Lizzie Fortunato, Marchesa, Naeem Khan, Nick Graham, Nicole Miller, Pamela Roland, Paul Marlow, Rebecca Minkoff, Sachin & Babi, Sally LaPointe, Stephen Dweck, Swarovski, Tadashi Shoji, Tanya Taylor, Title of Work, Vivienne Tam, Wolk Morais, and Zang Toi.

The #PhantomFashion30 designs will be revealed during an exclusive invite-only event hosted by Bank of America on Tuesday, October 30. Beginning Wednesday, October 31, the 30 masks will then go on display at the Museum of the City of New York for 30 days.

The one-of-a-kind creations will be up for bids during a special online auction from October 30 to November 30. Proceeds from the auction will benefit Broadway Cares/Equity Fights AIDS.

“Fashion is as much a part of New York’s cultural landscape as Broadway is,” said Steven Kolb, President and CEO of the CFDA. “By teaming up with *The Phantom of the Opera* for its three-decade milestone, we are excited to bring a creative touch to the musical’s famed mask while at the same time helping a cause that is important to the CFDA through Broadway Cares/Equity Fights AIDS. None of this would be possible without Bank of America’s generous support.”

“I am absolutely thrilled for Phantom to team up with the Council of Fashion Designers of America and Bank of America to create this unique event, which continues our 30th Anniversary celebrations,” said Cameron Mackintosh, producer of *The Phantom of the Opera*. “I’m also delighted that it will benefit Broadway Cares/Equity Fights AIDS, whose vital work Phantom has proudly supported for three decades. We are especially grateful to Bank of America for their generous support and ongoing commitment to the Arts. I know that our beloved designer, the late genius Maria Björnson, would be honored to have her iconic design interpreted by these amazing designers and celebrated by the Fashion world.”

“Our belief that the arts matter is what inspired us to sponsor this one-of-a-kind Broadway and fashion collaboration,” said Connie Verducci, NYC market executive, Bank of America. “As part of our ongoing support of the arts, we’re excited



to not only host the reveal, but also to make it possible for a broader audience to view these creations at the Museum of the City of New York."

"Since its magnificent opening on Broadway 30 years ago, *The Phantom of the Opera* has played an integral role in making a difference for those living with HIV/AIDS and other life-threatening illnesses," said Tom Viola, executive director of Broadway Cares/Equity Fights AIDS. "This continued partnership with Broadway Cares, which now extends to CFDA through the generosity of Bank of America, underscores The Phantom company's commitment to helping those who've been marginalized and stigmatized. This extraordinary collaborative initiative will provide healthy meals and medication to those who would otherwise do without, and emergency assistance to even more facing life's challenges and crises."

"*The Phantom of the Opera* is an iconic New York production and we are delighted to celebrate its 30th year with Bank of America and CFDA," said Whitney Donhauser, President and Ronay Menschel Director of the Museum of the City of New York. "As an institution dedicated to documenting the city's past, present, and future, we know that Broadway is an integral part of New York's story. Our Theater Collection, with over 190,000 scripts, props, and other ephemera dating back to 1785, is a powerful resource and a testament to the significance of the stage in New York. We're honored to celebrate this vibrant community by hosting such a unique display."

About the CFDA

The Council of Fashion Designers of America, Inc. (CFDA) is a not-for-profit trade association founded in 1962 with a membership of over 500 of America's foremost womenswear, menswear, jewelry, and accessory designers. In addition to hosting the annual CFDA Fashion Awards, the organization owns the Fashion Calendar and is the organizer of the Official New York Fashion Week Schedule. It also offers programs which support professional development and scholarships. Member support is provided through the Strategic Partnerships Group, a group of high-profile companies offering designers strategic opportunities. The CFDA Foundation, Inc. is a separate, not-for-profit organized to mobilize the membership to raise funds for charitable causes and engage in civic initiatives. For more information, please visit www.CFDA.com, facebook.com/cfda, instagram.com/cfda, twitter.com/cfda, cfda.tumblr.com, and youtube.com/cfdatv

About The Phantom of the Opera

One of the most successful stage productions of all-time, the New York production of *The Phantom of the Opera* is the longest-running show in Broadway history. This year, it celebrated an unprecedented 30 Years – an astonishing feat achieved by no other Broadway show. The New York production has played over 12,500 performances to more than 18.5 million people at The Majestic Theatre (247 West 44th Street). Three decades on, it remains a box office champ and continues to play with no end in sight. Produced by Cameron Mackintosh and The Really Useful Group, *The Phantom of the Opera* has music by Andrew Lloyd Webber and is directed by Harold Prince. www.PhantomBroadway.com, Facebook.com/PhantomBroadway, Twitter.com/PhantomBway, Instagram.com/PhantomBway, PhantomOfTheOpera.tumblr.com and youtube.com/ThePhantomOfTheOpera

About Bank of America

At Bank of America, our focus on environmental, social and governance (ESG) factors is critical to fulfilling our purpose of helping make people's financial lives better. Our commitment to growing our business responsibly is embedded in every aspect of our company. It is demonstrated in the inclusive and supportive workplace we create for our employees, the responsible products and services we offer our customers, and the impact we make around the world in helping local economies thrive. An important part of this work is forming strong partnerships with nonprofits and advocate groups, such as community and environmental organizations, in order to bring together our collective networks and expertise to achieve greater impact. Learn more at www.bankofamerica.com/about, and connect with us on Twitter ([@BofA_News](https://twitter.com/BofA_News)). For more Bank of America news, including dividend announcements and other important information, visit the [Bank of America newsroom](#). Click [here](#) to register for news email alerts.

About Broadway Cares/Equity Fights AIDS



Broadway Cares/Equity Fights AIDS is one of the nation's leading industry-based, nonprofit AIDS fundraising and grant-making organizations. By drawing upon the talents, resources, and generosity of the American theatre community, since 1988 Broadway Cares/Equity Fights AIDS has raised more than \$300 million for essential services for people with AIDS and other critical illnesses across the United States. Broadway Cares/Equity Fights AIDS is the major supporter of the social service programs at The Actors Fund, including the HIV/AIDS Initiative, the Phyllis Newman Women's Health Initiative and The Samuel J. Friedman Health Center for the Performing Arts. Broadway Cares also awards annual grants to more than 450 AIDS and family service organizations in all 50 states, Puerto Rico and Washington, D.C., providing lifesaving medication, healthy meals, counseling and emergency assistance. For more information, please visit Broadway Cares online at broadwaycares.org, at facebook.com/BCEFA, at instagram.com/BCEFA, at twitter.com/BCEFA and at youtube.com/BCEFA.

About the Museum of the City of New York

The Museum of the City of New York fosters understanding of the distinctive nature of urban life in the world's most influential metropolis. It engages visitors by celebrating, documenting, and interpreting the city's past, present, and future. To connect with the Museum on social media, follow us on Instagram and Twitter at @MuseumofCityNY and visit our Facebook page at Facebook.com/MuseumofCityNY. For more information please visit www.mcny.org.

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