



# A NEW CHAPTER IN COLUMBUS FASHION

Fashion Innovation Center  
March 2024 Proposal



Yohannan Terrell  
Columbus Fashion Alliance  
yohannan@columbusfashion.org

# THE OTHER KID FROM AKRON



**G**rowing up in Akron, I experienced firsthand what a difference it makes when someone believes in you. I lived in poverty most of my childhood life and was no stranger to the effects drugs, alcohol, and violence can have on your family and wellbeing. Fortunately, a few special people believed in me and helped get me on a path that changed my life forever. I can officially say I've succeeded in changing my family history and am proud of what I've become. Over 13 years of running an award winning marketing agency and years of public service to help others. Now as I move into this new endeavor, I lean upon the years of serving on many boards that support the creative class and underserved communities including The Lincoln Theatre, Greater Columbus Arts Council, Short North Alliance, and Experience Columbus. Fashion is one of the biggest industries in the world and Columbus has the 3rd

“ I choose to believe in this city, just as this city has believed in me. ”

largest fashion industry in the country. Yet that industry has been closed for so many local communities in Columbus, it is time for that to change. That potential motivates me to get up everyday and break down those barriers. Through fashion we will give people purpose, we will give youth the chance to bring dreams to life, and we will create equitable economic opportunities for all of US.

YOHANNAN TERRELL  
(Founder, CFA)



## 4 MILLION+

dollars raised since 2020 in collaboration with Franklin County, City of Columbus, Columbus Foundation, Corporate Partners, Retail Partners and Donors.



## 1,400+

participants in Columbus Fashion Alliance (CFA) programming but thousands more impacted by our mission including 20 new, independent fashion brands launched in partnership with CFA through education, coaching, technical services, and grants.



## 5K SQ/FT

of labs, design and production labs, State of the art equipment, workshops, certifications and mobile labs developed by Columbus Fashion Alliance.



## 49+

contractors, part time, and full time jobs created through Columbus Fashion Alliance.



## PARTNERSHIPS

with Harvard Business School, OSU On Ramp, SWACO, ECDI, VS&Co's MOSAIC org. and Black Footwear Forum. Collaborations with; MidWest Kids, EXPRESS, Hot Pockets, PacSun, Hilton, Pelotonia, Cap City Marathon, and more.

## 1 MILLION +

reinvested in the Columbus Community since 2020 via stipends, grants, and production projects.



# A BRIEF HISTORY

Where  
will innovation  
take US?

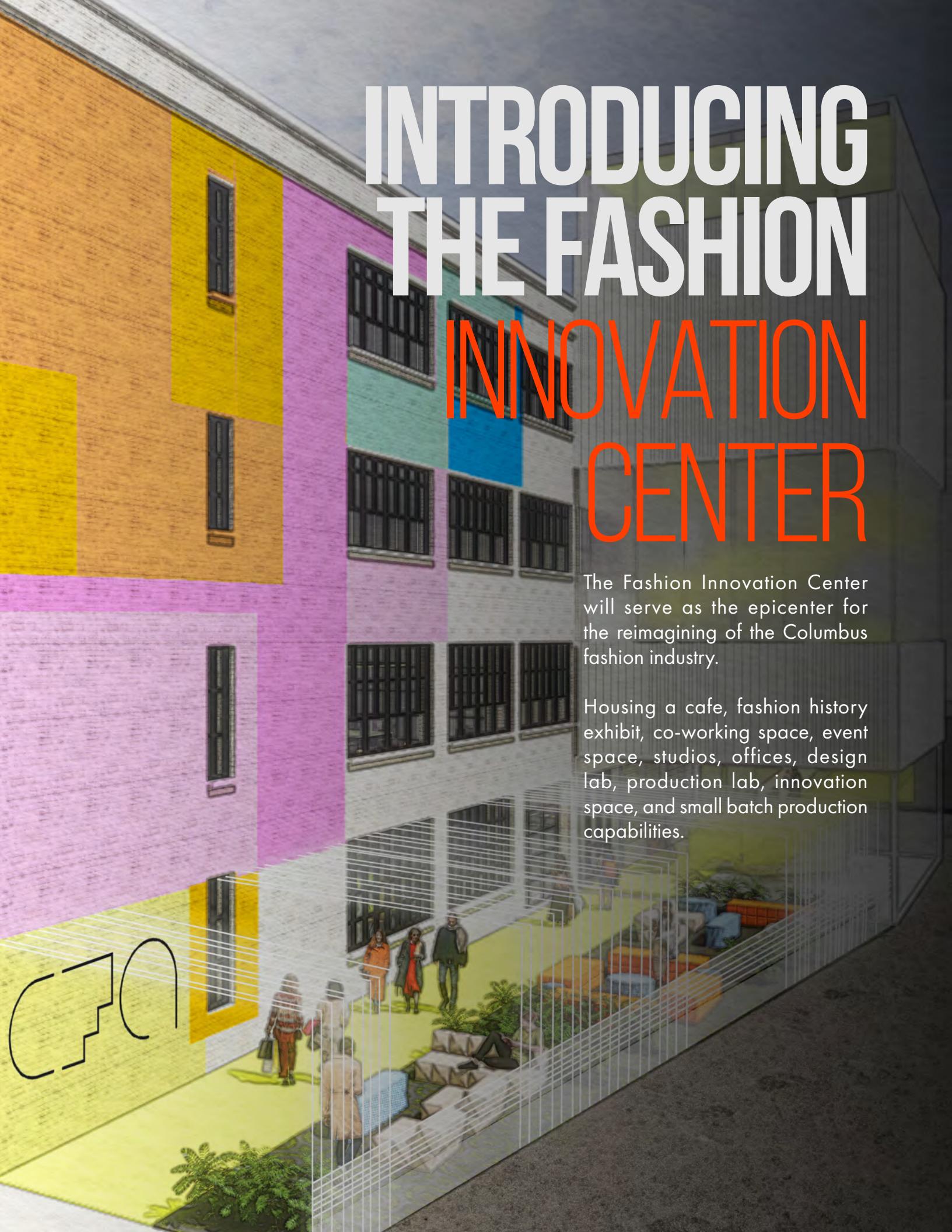
As a part of the Columbus Fashion Initiative, several civic, retail, and community partners have united in efforts to build a stronger fashion ecosystem in Columbus to help move the mission forward. With this intention the CFA Development Partners is being formed to lead the development of a fashion hub and incubator in Columbus's downtown core.



# INTRODUCING THE FASHION INNOVATION CENTER

The Fashion Innovation Center will serve as the epicenter for the reimaging of the Columbus fashion industry.

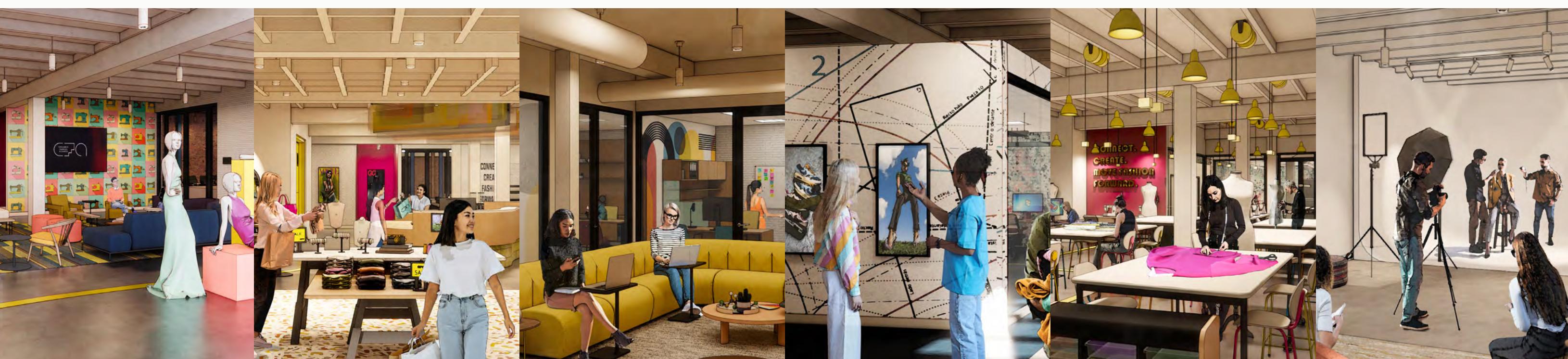
Housing a cafe, fashion history exhibit, co-working space, event space, studios, offices, design lab, production lab, innovation space, and small batch production capabilities.





# WHAT IS THE INSPIRATION FOR THE F.I.C.

- (01)** Columbus' history and current stature as a hub of fashion industries.
- (02)** Columbus has a strong creative economy with two large arts organizations in walking distance of the F.I.C.
- (03)** Columbus has multiple higher education institutions that offer programs in fashion and fashion merchandizing, industrial design, etc.
- (04)** Cost of living is 100% more in NY and LA. Columbus' affordability makes building a fashion hub here much more feasible.
- (05)** Columbus has a growing younger population and is one of the fastest growing cities in the U.S.
- (06)** Columbus has a wealth of young talent living in its underserved communities with little resources and limitless potential, this space will give them a chance to manifest their dreams.

**(01)** Innovation Space**(02)** Event Space**(03)** Co-Working Space**(04)** Fashion History**(05)** Small Batch Production**(06)** Design Lab

**Integrated Ecosystem:**  
The FIC will unite fashion industry players in a collaborative space, fostering connection, collaboration, and growth for designers, entrepreneurs, and partners.

**Expansive Membership:**  
Within its inaugural year, the FIC targets 500 members, nurturing a diverse community of fashion enthusiasts, professionals, and stakeholders.

**Dedicated Studios/Offices:**  
Offering 30 modern studios and offices, the FIC supports creative ventures and small businesses with essential infrastructure and resources.

**Industry Partner Spaces:**  
Providing large, specialized offices, the FIC encourages strategic partnerships and innovation among fashion industry collaborators.

**Robust Programming:**  
With curated events and programming, the FIC engages thousands, offering educational opportunities, networking, and showcases to inspire the future of fashion leadership.

**Inspiring Showcases:**  
The FIC hosts showcases to inspire the future of fashion leadership, offering a platform for emerging talents to shine and highlighting cutting-edge trends and innovations to fuel industry growth.



# THE FASHION INNOVATION CENTER

# THIS IS WHERE INDUSTRY AND CULTURE WILL CONVERGE.

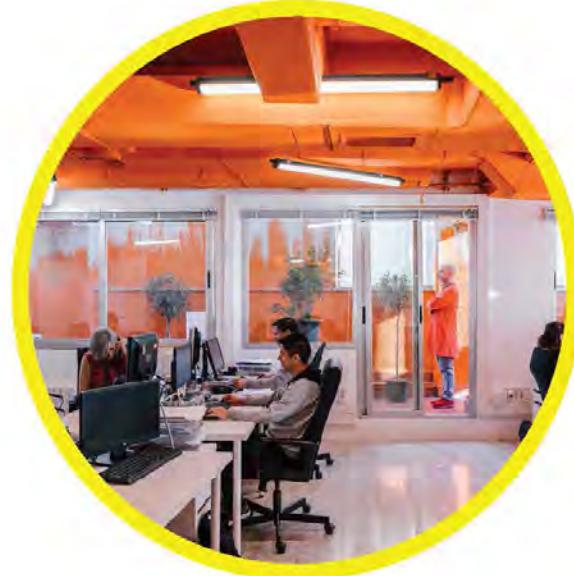
---

Building stronger ties to unlock potential.

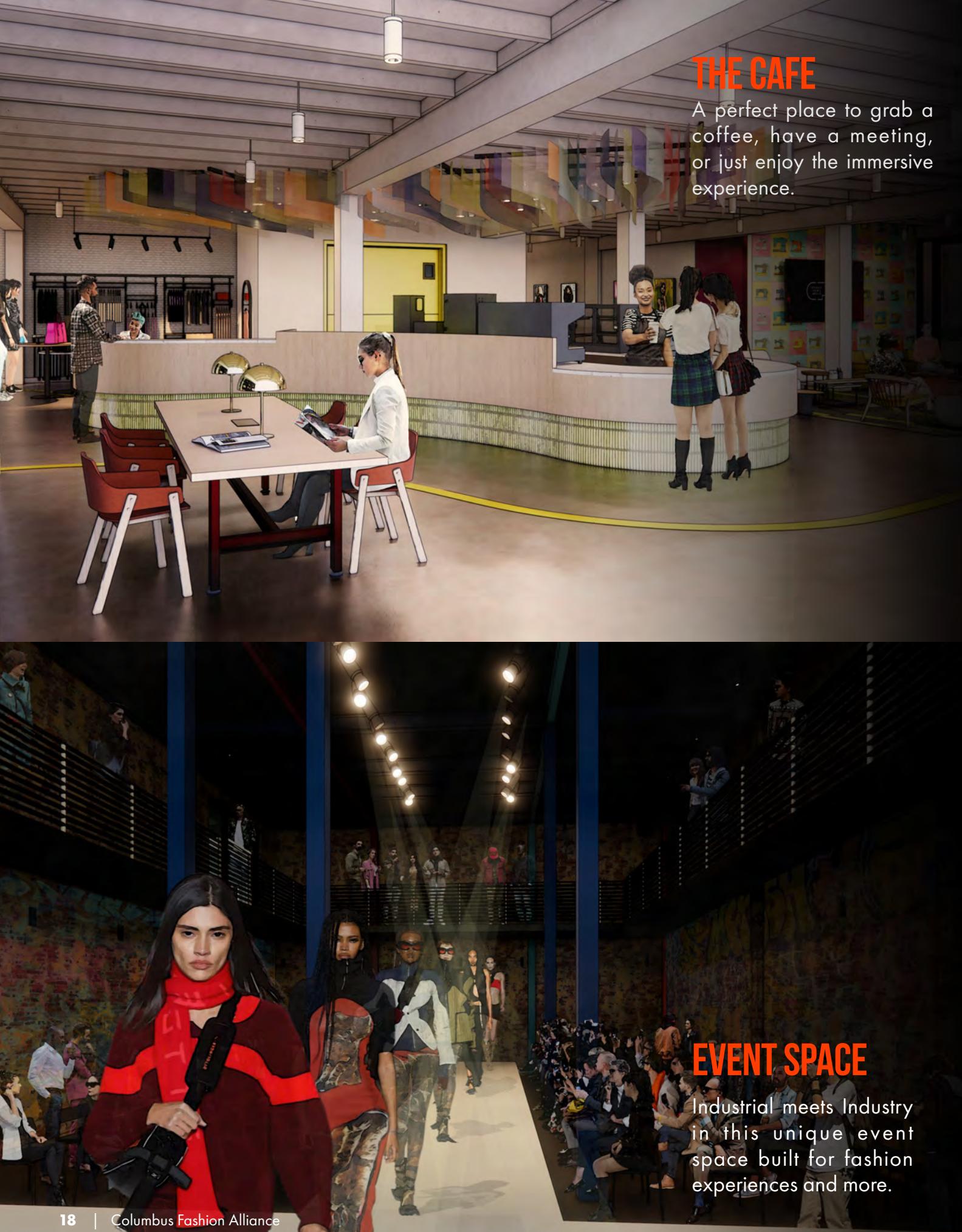
Creating a platform for knowledge sharing  
and retail disruption.



# FIRST FLOOR ↗



**CONNECT**  
Retail  
Social  
Event Space



## THE CAFE

A perfect place to grab a coffee, have a meeting, or just enjoy the immersive experience.

## EVENT SPACE

Industrial meets Industry in this unique event space built for fashion experiences and more.



# INSIDE THE F.I.C 1ST FLOOR

## CONNECT

The F.I.C. will welcome the community inside to be inspired and to connect with like minded individuals.



## SHOWCASE

Get a first look at new designs and products being created inside the F.I.C from students, designers, and global brands.

## CFA HEADQUARTERS

The Columbus Fashion Alliance will be headquartered inside The F.I.C and will provide programming, services, and resources to members and visitors alike



# INSIDE THE F.I.C 1ST FLOOR

## MEMBERS HUB

Members will enjoy access to exclusive spaces to connect, create, and move fashion forward.



# THIS IS WHERE NEW PATHS WILL BE DISCOVERED.

---

Upskilling for all ages.

Our production labs will offer state of the art equipment and expert led workshops and courses to help you get to your next.



# SECOND FLOOR ↴



**CREATE**  
Design Lab  
Production Lab  
Studios  
Offices

# INSIDE THE F.I.C 2ND FLOOR

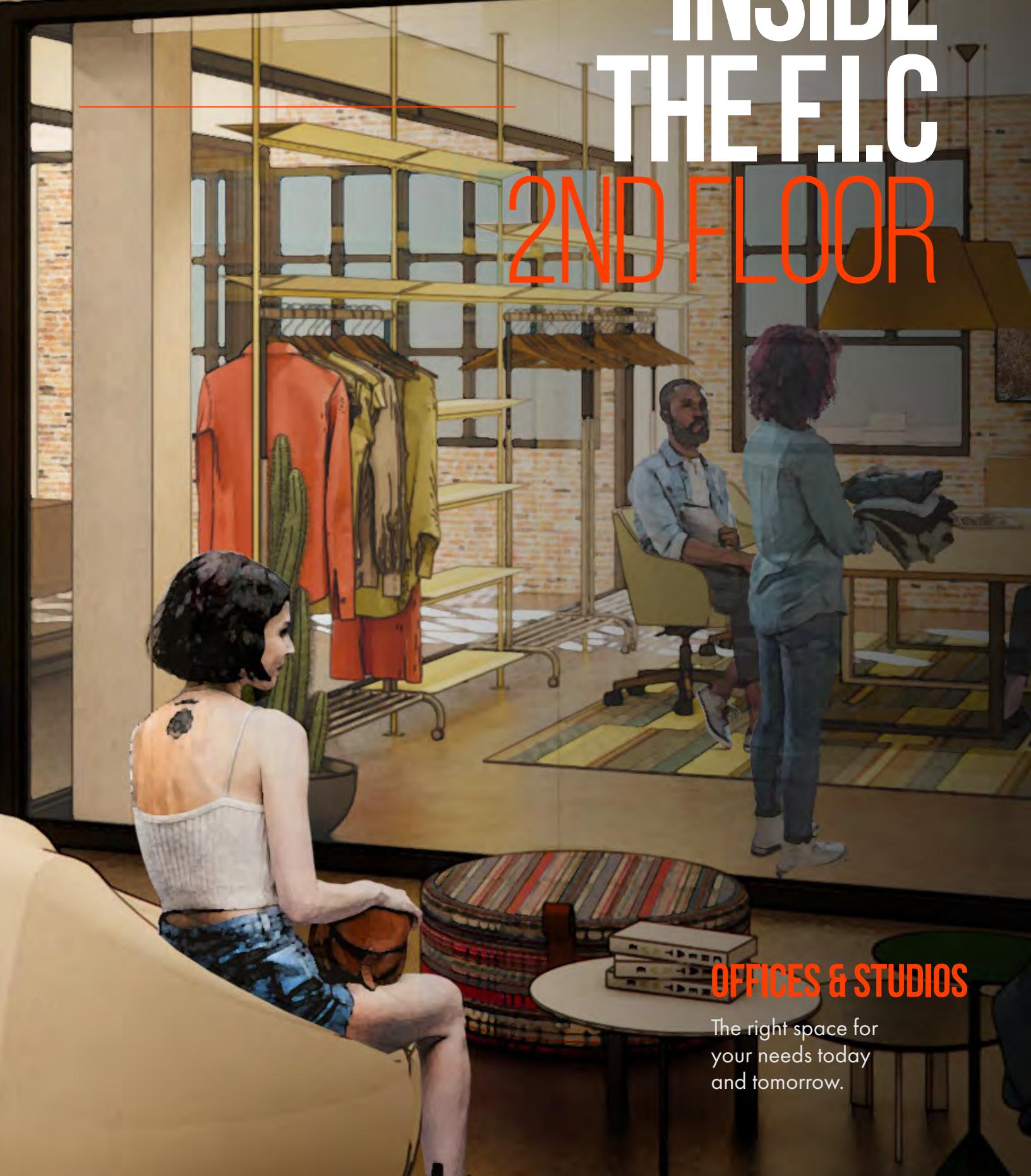
## DESIGN LAB

The right tech and tools to design your future.



## PRODUCTION LAB

Industry grade equipment paired with expert knowledge.



## OFFICES & STUDIOS

The right space for your needs today and tomorrow.

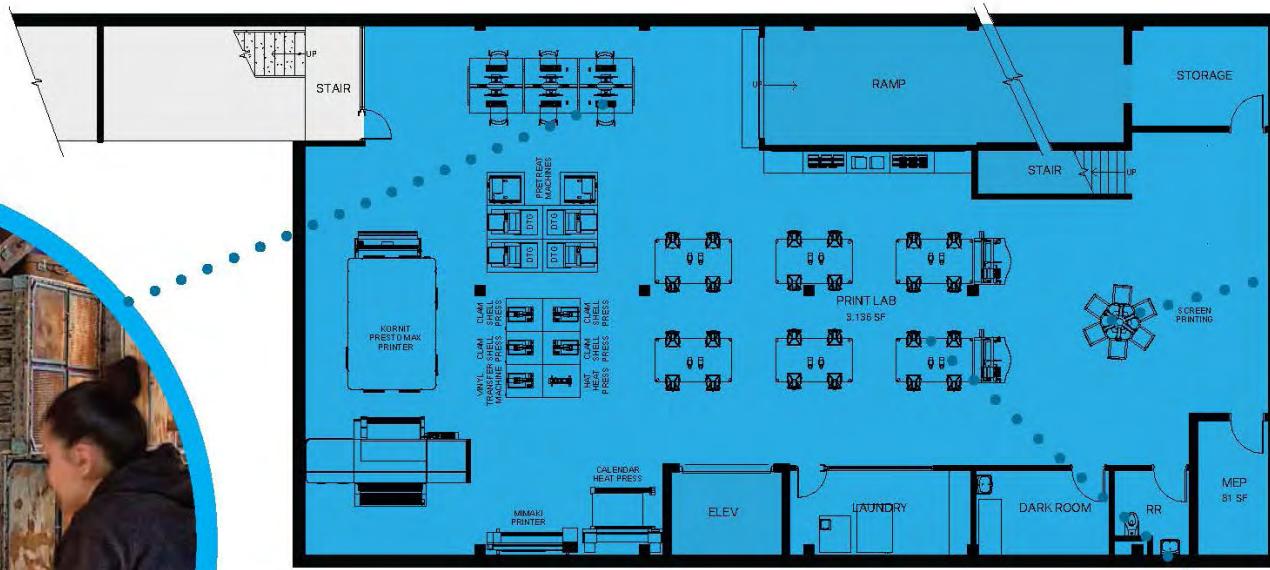
# THIS IS WHERE INNOVATION WILL BE THE STANDARD.

## What's Next?

Our innovation labs will feature a rotation of equipment and technology that's redefining the future of fashion.



# LOWER LEVEL



The logo for Educate Print Lab. It features a black graphic element on the left consisting of a thick diagonal line and a thick L-shaped line. To the right of this graphic, the word "EDUCATE" is written in large, bold, red capital letters. Below "EDUCATE", the words "Print Lab" are written in a smaller, black, sans-serif font.

# 3RD FLOOR ↘



**CONNECT**  
Photo Studios and  
Large office space.

# INSIDE THE F.I.C

## 3RD LEVEL



**POSE**

Photo studio and styling  
studio to capture your work.

# INSIDE THE F.I.C 4TH LEVEL



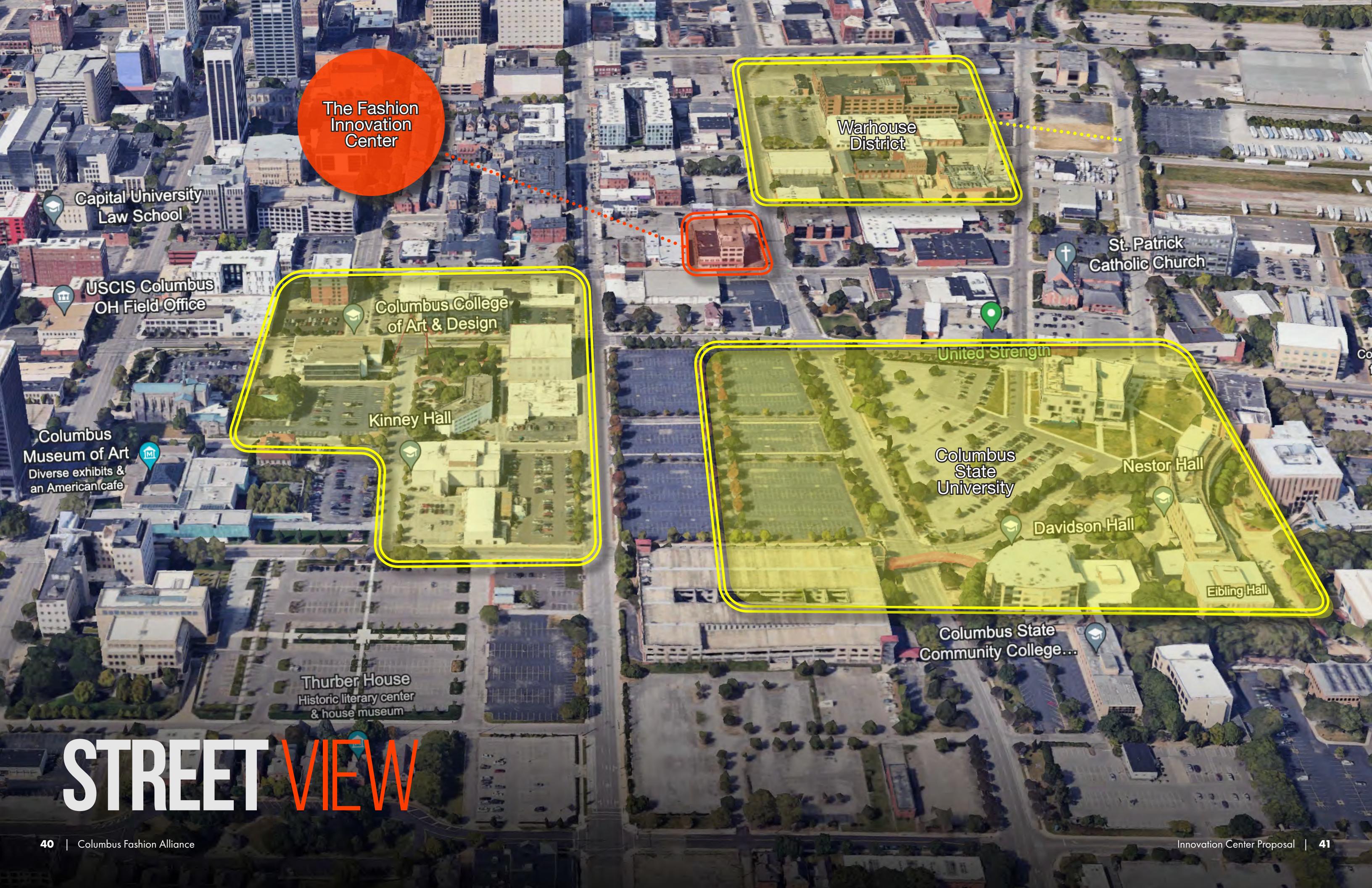
 **LEASE**  
Networking & Revenue

# THIS IS WHERE WE WILL BUILD AN INTENTIONAL FASHION COMMUNITY

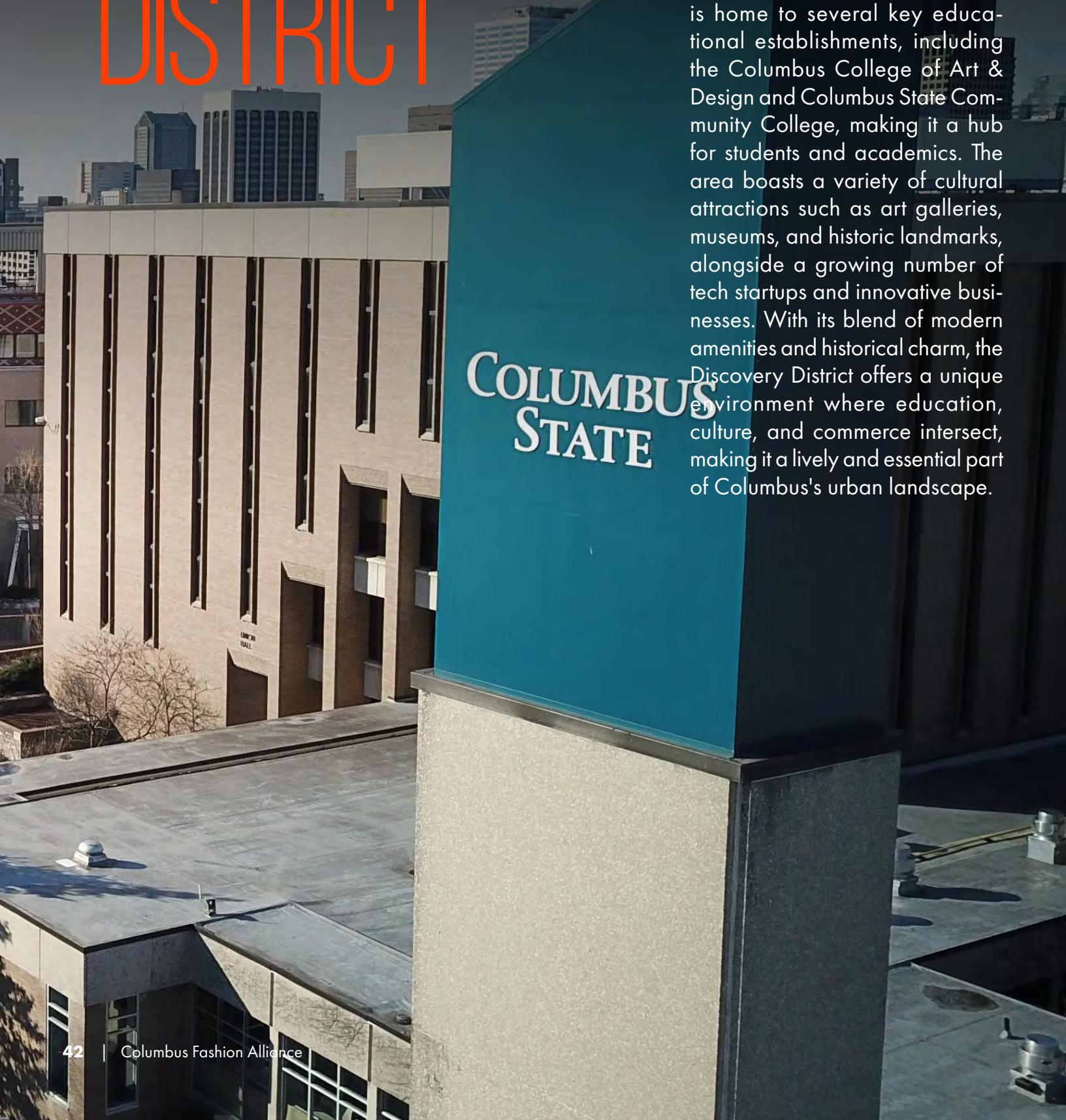
## The Neighborhood

Nestled between the Discovery District and the Warehouse District, the FIC is a 43,000 square ft warehouse building formerly known as the Mirolo Fine Arts building as part of the Columbus College of Art & Design campus. The building, on the corner of Spring and Grant St., serves as a connector between the two districts. Both campuses are undergoing exciting expansions and development that will result in significant growth over the next 3-5 years. Working with both institutions and fashion retailers, CFA will help develop stronger pathways and specialized programs that directly connect with the colleges. Building the first true pipeline into the fashion industry here in Columbus and paving the way for the next generation of brands and fashion leaders. Our vision is for the FIC to be the go to place for incubating the future of fashion, from serving youth and underserved communities to fashion executives and enthusiasts alike.





# DISCOVERY DISTRICT



The Discovery District in Columbus, Ohio, is a vibrant and dynamic area known for its rich blend of educational, cultural, and artistic institutions. Located in the heart of downtown Columbus, this district is home to several key educational establishments, including the Columbus College of Art & Design and Columbus State Community College, making it a hub for students and academics. The area boasts a variety of cultural attractions such as art galleries, museums, and historic landmarks, alongside a growing number of tech startups and innovative businesses. With its blend of modern amenities and historical charm, the Discovery District offers a unique environment where education, culture, and commerce intersect, making it a lively and essential part of Columbus's urban landscape.



# WAREHOUSE DISTRICT



The Warehouse District in downtown Columbus, Ohio, is a dynamic and evolving area known for its historical industrial roots and contemporary urban revival. Characterized by its historic warehouses, many of which have been repurposed into lofts, offices, and commercial spaces, the district blends the charm of the old with the innovation of the new. It's becoming a trendy spot for creative businesses, art studios, and unique retail outlets, alongside a growing number of restaurants and bars. The area's transformation into a vibrant mixed-use community has made it a popular destination for residents and visitors alike, offering an eclectic mix of cultural, entertainment, and residential options. With its ongoing development, the Warehouse District is increasingly recognized as a key player in the revitalization of downtown Columbus, contributing to the city's growing reputation as a hub for culture and innovation.

# ECONOMIC ROI ↗

- (01) Talent pipeline development
- (02) Entrepreneurship
- (03) Job Creation
- (04) Industry attraction
- (05) Travel & Tourism

# HUMAN ROI ↗

- (01) Creating new futures
- (02) Opportunities for the underserved
- (03) Giving life to dreams
- (04) Changing lives

By taking the massive fashion industry that has been built in Columbus and democratizing the resources, knowledge, and ecosystem, we open up opportunity for growth in our city. Fashion can attract more industry to Columbus as well as more awareness and opportunities for economic impact. But most of all we have

the opportunity to create a hub of human impact through fashion. No longer will people have to be faced with the choice of moving to another city to pursue their dreams of success in the fashion industry. The next changemaker in fashion will be cultivated right here in the heart of it all.



FIDENT  
APPROACHABLE  
EXPENSIVE  
INSPIRING  
ART DIRECTION  
&  
STYLING  
BOLD  
POLISHED  
ON-TREND



“ Creating the  
Fashion Capital  
of the Midwest  
in Columbus, Ohio

CFA

Yohannan Terrell  
Columbus Fashion Alliance  
yohannan@columbusfashion.org