

AT WORK WITH ... Sarah Crean

Keeping N.Y. factories in fashion

REMEMBER WHEN you felt proud to buy clothes that had "Made in the USA" tags? Well, Sarah Crean is bringing back that feeling of pride, only this time she's focused on a more specific market, New York City.

Just last year, Sarah was named the executive director of the Garment Industry Development Corporation (GIDC), with a mission to promote the manufacturing of high-end apparel in New York City.

When she's not busy opening the new training center for garment workers on Mulberry Street, she can be found linking Manhattan's fashion designers with the city's high quality manufacturers. On March 24, GIDC will host its 20th Anniversary Cocktail Gala Fundraiser at the Westside Loft. For information, check out www.gidc.org.

▶ **What's your favorite part of the job?**

▶▶ Being able to work with the city council to help shape the future of the local garment industry. I also love meeting young emerging designers and making them aware of what we do. There are so



SARAH CREAN lines up local designers and manufacturers.

many talented fashion designers in New York City and it's great to be able to connect these people with hard working, efficient local manufacturers.

▶ **What is a typical morning like?**

▶▶ We recently relocated our training center from Chinatown to Mulberry Street, so I've been spending a lot of mornings at the

center, setting it up, making sure that everything is running smoothly. This is where we train garment workers and managers to help them to be as efficient as possible.

▶ **What has been your greatest challenge?**

▶▶ Making more people aware of what we do. We've been given support from the city and the state and

with that there comes a high level of responsibility. We have a huge opportunity here and we need to make sure that we make the most of it.

▶ **Tell us about this Gala you've been producing.**

▶▶ It's going to be amazing! I think it's a great way to get more people involved. The GAP has been incredibly supportive, so have Eileen Fisher, Liz Claiborne and the Limited Brands. The objective is obviously to increase awareness and to raise funds so that we can continue to provide these services to young designers, manufacturers and factories. In addition to the celebration, we are going to feature live fashion exhibitions from a selection of New York's most exciting designers.

▶ **Did you ever imagine that you'd be running an organization?**

▶▶ I've always been interested in design and urban policy so I guess this makes perfect sense.

WENDY STRAKER
is the author of
"Sexy Jobs in the City"