



Logo Winner is Found

By Anja Riis

Last year the Chicago Fashion Foundation held a contest to find a new logo that would represent us with style and at the same time be immediately recognizable. We received many creative and wonderful submissions; however, only one could be the winner.

Cyndi Chan had the heard about the competition from a friend, who suggested that she try to email a logo over. Chan says that it did not take her long to come up worth an idea for the design. "I think I spent most of the time on picking the best one out from the batch". As it turned out certainly was the best one.

Chan was a BA in Fashion from Hong Kong and has prior to coming to Chicago worked with the likes of Donna Karan and hip-hop artist Nelly. She now designs her own lines, Orien and Zen T.

The inspiration for her design says Chan, was to "try to match the fashion and graphics together and make the logo look dynamic". Her thought was also that the middle "F" could be charged to different colors according to the seasons or in honor of special events, such as pink for breast cancer awarness month, and red for the holidays.

As a member of CFF, Chan shares out belief that Chicago has the talent to become a major fashion metropolis: "Chicago has more potential than anywhere else. If we had a Fashion District in Chicago, I believe there would be more great designer coming out of Chicagoland.