

# (DE-FI) Global INC: A History

## 2012

Before there was a name for our work, we took our first group of models to visit top agencies in Chicago, that first agency visit, included Supermodels Alexis Henry who attended in person and Aube Joliceur who participated virtually.



## 2013

The Dayton Emerging Fashion Incubator (DE-FI) forms in Dayton, Ohio, and was cleared to take flight by the Ohio Secretary of State.



## 2013

(DE-FI) officially took flight with the sold out #FashionExperience destination, Fashion In the Mystic Garden at Sunwatch Indian Village with 300+ people on board. Laying the foundation to successfully help launch the career of Supermodel AubeLinda Joliceur and Model/Actress Keilah Jude, who both appeared on the cover of the debut issue of (DE-FI)ance Magazine. A Be The Match Bone Marrow Drive was held as our first Community Outreach initiative. In September of that year, Caressa L. Brown served her first of six seasons working behind the scenes of the CFDA for Mercedes-Benz Fashion Week.



## 2014

The next #FashionExperience Destination was January 3, 2014 with an intimate gathering for the sold out Taste of (DE-FI)ance where #FashionMeetsFood, 75 people were on board to #TasteTheRunway for a fashion and food experience like no other.



## 2014

The next stop on the Flight (DE-FI) #FashionExperience was the sold out First Flight Now Fashion on May 10, 2014 at Commander Aero Airport, 500+ attendees were on board and successfully helped launch the career of Celebrity Fashion Stylist and Designer Aceani Michelle who was only 15 at the time; she went on to become a costume designer for the reboot of ABS's The Wonder Years and sat on the inaugural Leadership Board for the CFDA Connects Program.



## 2014

Flight (DE-FI) celebrated our 1st anniversary a Habitat for Humanity Build.



## 2015

(DE-FI) ended the traditional format of cattle call fashion shows where designers showcase back to back at one event to a designer focused format where designers were developed, determined their target markets, and headlined their own fashion shows. The first designer focused runway experience was Art, Wine, & Fashion with Erica Berthie



## 2015

Flight (DE-FI) helped to launch the Wright Brothers Brand Aviation line of clothing.

