



[www.defiglobalinc.com](http://www.defiglobalinc.com) | [info@defiglobalinc.com](mailto:info@defiglobalinc.com) | Fashion Careers Start Here

---

FOR IMMEDIATE RELEASE

January 30, 2025

A Weekend of (DE-FI)ance to Bring Fashion Industry Titans to Dayton, Ohio

Former Balmain President Shawn Pean and CFDA Connects Founder Elliot Carlyle to Explore Economic Opportunities in Miami Valley

Dayton, OH – (DE-FI) Global INC is set to host A Weekend of (DE-FI)ance, a high-profile event aimed at positioning Dayton as a key player in the fashion industry's evolving landscape. Scheduled for March 20-23, 2025, the event will welcome two major industry leaders: Shawn Pean, former President and Director of Balmain USA, and Valentino's Vice President of Wholesale/Commercial Development for North American Sales, and Elliot Carlyle, Founder of CFDA Connects. Their visit will focus on engaging with Miami Valley's elected officials and decision-makers to explore real estate and infrastructure opportunities that can drive economic growth through fashion manufacturing.

(DE-FI) Global INC, led by Dayton native and resident Caressa L. Brown, has been championing the business and manufacturing side of fashion in Dayton for over a decade. A former GM employee, Brown has long envisioned the region as a hub for sewing, production, and fashion entrepreneurship, bringing sustainable jobs to Southwest Ohio. Now, with industry migration from coastal cities to the Midwest, Dayton is uniquely positioned to capitalize on fashion's economic impact.

"This has been my goal," said Caressa L. Brown. "We've had so many success stories through (DE-FI)'s programming—from models to designers—who had to leave because the infrastructure wasn't here. We're preparing for the shift in the industry and ensuring that Dayton is in a prime position to benefit financially across Southwest Ohio."

A Weekend of (DE-FI)ance will feature a mix of public and closed-door sessions, with invitation requests required for participation. The event will serve as a catalyst for discussions on revitalizing abandoned warehouses, building a manufacturing ecosystem, and fostering fashion's economic potential in Dayton.

For more information or to request an invitation, visit [defiglobalinc.com](http://defiglobalinc.com).

Media Contact:

Caressa L. Brown

(DE-FI) Global INC

[info@defiglobalinc.com](mailto:info@defiglobalinc.com)

**###**

About (DE-FI) Global INC: Led by a volunteer team of experienced fashion industry professionals, business owners, and event planning specialists, (DE-FI) Global INC removes barriers, particularly the financial barriers that prevent many from succeeding in the fashion industry. With a focus on fashion, talent, media, and events, we develop and support individuals and their teams seeking a career in the fashion industry by connecting them to like-minded individuals and providing affordable access, resources, and opportunities to advance their careers.