The Art Production Fund Honors Proenza Schouler and Toms Fetes Its Collab With Christy Turlington Burns

by Todd Plummer  |  April 1, 2015

Toms founder Blake Mycoskie threw a cocktail last night at the month-old Toms shop on Elizabeth Street not just to toast his collaboration with Christy Turlington Burns, but also to spark a conversation about maternal health. The duo has launched a capsule collection of bags—available at the Toms shop and online—to benefit Turlington Burns’ Every Mother Counts foundation. For every bag sold, Toms will provide a safe, sanitary birth for a mother and child in need. “It wasn’t interesting at all for me to open a store just to sell shit,” said Mycoskie. “The idea was to create a space where creative, entrepreneurial people can come together to share ideas. And if they want to buy a shoe or a bag while they’re here, that’s great. But it’s about coming together to see how we can make the world a better place.”

Way downtown in the Financial District, the Art Production Fund was thinking along vaguely similar lines. The APF produces public art projects globally, and has gotten into the habit of picking unconventional venues for its annual fundraisers. Cofounder Doreen Remen told Style.com, “There’s nothing worse for us than repeating the same thing. I don’t know why we like to make our lives so difficult! But it keeps things fresh.”
This year’s “Gangs of New York”-themed gala was held at the Down Town Association, an old boys club on Pine Street founded in 1859 for maritime lawyers. But if the setting was new, the usual gang of APF supporters was on hand to get the party going: Will Cotton drew portraits, Sean Landers gave temporary tattoos, and Rachel Chandler Guinness deejayed. The evening honored Haim Steinbach and Proenza Schouler’s Jack McCollough and Lazaro Hernandez. Speaking about Proenza’s hand in the party’s theme, Hernandez explained, “We started thinking about gangs, groups of people, the gangs of New York. People living on the fringe. How creative people on the fringe live in these gangs and come together.” And is that a concept he likes to represent through his brand’s ready-to-wear? “Kind of. I think fashion is so different from art. Nobody wants to look like an idea—they just want to look beautiful.”