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Innovative Mackay & Co. program mentors 3 fashion designers per year in communications

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Long before he founded the public relations firm [Mackay & Co](#), John Mackay was a fashion journalist – among other gigs, he was the founding editor of *Toronto Life's Fashion* magazine. Now, he says, "you reach a certain point in your career where you want to start giving back," and his fondness for the fashion business has suggested a way to do that.

He's running an innovative mentorship program that will help three fashion designers per year – one at a time, for four months each – learn how to effectively do their own marketing and public relations. "Originally we thought we could take on a young designer and do their PR for them," he says, "but then we realized that if you're doing this business in Canada, you'll probably always have to do your own PR and marketing. So we want to teach them to be the best communications people they can be."

Mackay says he's looking for designers who have a line of clothing up and running – those who have completed their first collection and are working on their second. Then he and his team will work with them to help them develop their own skills to communicate with buyers and the media.

The first mentorship in Mackay & Co's program is coming to a close, and he's currently looking for the next participant.

Writer: Edward Keenan

Source: John Mackay, founder, Mackay & Co.

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