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Shay Todd Lands MAFI Award at FBI Fashion Event

At the **Fashion Business Inc.** fashion fundraiser at Union Station in downtown Los Angeles, the **Moss Adams Fashion Innovator (MAFI)** award was given to an established LA designer who has been expanding her reach and growing her brand in recent years.

This year's award was given to Shay Todd, the Los Angeles designer who made a name for herself in swimwear and has grown her label into a resort lifestyle brand.

Hawaii-raised and LA-based, Todd runs her business with her husband, music producer Shiro Gutzie. The **Shay Todd** collection combines runway-inspired details with "beach-ready function." Today, her brand is made up of women's swimwear, resortwear, ready-to-wear and a soon-to-launch spa collection. In addition to a flagship store in Los Angeles and an e-commerce site (www.shaytodd.com), the Shay Todd line is sold at boutique stores nationwide.

Presented by **Moss Adams LLP**, the

award includes \$5,000 in professional services from the national accounting firm.

The MAFI award is given to a California-based company that "has, in the past 12 months, significantly impacted the national marketplace by exemplifying creativity and innovation through unique and compelling designs, manufacturing and/or marketing."

Past recipients include **Petro Zillia's** Nony Totchterman, **Frankie B.'s** Daniella Clarke, **Cerre's** Clayton and Flavie Webster, and **Nally and Millie's** James and Nally Park.

The award was presented at FBI's Oct. 15 event, called "All Aboard ... LA's Fashion Platform," which also featured a runway show of established and emerging designers, including **Johnny Was**, **Liberty Sage**, **Maison Castel**, **Jet Age**, **Quynh Paris** and **Rosario**.

"Extra!" weekend co-host Renee Bargh emceed the sold-out event.

—Alison A. Nieder