

FOR IMMEDIATE RELEASE



Informa Markets Fashion Expands the Leadership Team with Brian Nyilas Joining as the Guest Merchandiser for PROJECT

Fashion retail veteran joins Informa Markets Fashion in a role strategically designed to curate and merchandise the floor to better service the PROJECT community

New York, NY — April 11, 2022 – Informa Markets Fashion, leading industry connector and host to premier fashion trade events including PROJECT, MAGIC, COTERIE, and SOURCING at MAGIC, today announced the appointment of **Brian Nyilas** as **Guest Merchandiser** for its suite of PROJECT events, effective April 11, 2022. Nyilas will bring a decade’s worth of experience in the fashion industry and specialized background in merchandising to the newly created role of Guest Merchandiser, where he will oversee all guest merchandising on behalf of the PROJECT events as part of Informa Markets Fashion.

Prior to joining Informa Markets Fashion, Nyilas held impressive leadership roles, that included Fred Segal. He was integral in discovering emergent brands and new designers and predicting trends through a community-minded lens. In his newly appointed role, Nyilas will strengthen PROJECT’s approach to merchandising, bringing a refreshed and renewed perspective that will better facilitate discovery opportunities for brands.

“We are excited to welcome Brian to the PROJECT team,” says **Kelly Helfman, President of Informa Markets Fashion**. “Brand discovery that is on-trend and showcases a diverse selection of designers is of utmost importance to our retail community and requires a dedicated leader that can enhance the experience on-site – and we can’t think of anyone more suited for the job than Brian.”

Edwina Kulego, Vice President of International & Business Development at Informa Markets, commented: “Between Brian’s celebrated reputation within the industry and his unique approach to merchandising, his expertise will strengthen our existing merchandise strategy and allow a ‘new flow’

for the PROJECT community. As the industry evolves, we look forward to incorporating Brian's vision and curating a floor that will excite everyone. We're excited to have Brian on board!"

Nyilas brings a combined 22 years' worth of experience in both traditional and experiential merchandising. As Director at Fred Segal, he worked extremely close with brands, building relationships first, carrying these relationships and, more so, friendships with him every step of the way. This skillset and desire to evolve both himself and the industry brought him to LA in 2006. Wearing many hats for the BPMW and Capsule teams, he helped build a community-minded approach to a global audience.

"I remember attending the very first PROJECT and the profound impact it had on me and in shaping my career path forward. There has always been a true sense of community within the ethos of PROJECT; a gathering of friends and family from across the world," says **Brian Nyilas, Guest Merchandiser, PROJECT**. "Fast forward a few decades, when the opportunity presented itself to collaborate with PROJECT, its incredible team, and a strong roster of partners; it was a bucket list opportunity I couldn't pass up."

Nyilas comments further, adding, "I'm excited to be a part of the ever-evolving experience at PROJECT. Bringing folks together again and implementing more circularity to create a fun, experiential localized experience for our global partners and audience. I want to tap into the roots PROJECT has firmly formed while helping usher in some exciting new experiences to keep us at the very forefront of our industry."

For more information about upcoming **2022 Informa Markets Fashion events**, including [*PROJECT*](#), [*MAGIC*](#), [*COTERIE*](#), and [*SOURCING at MAGIC*](#), please visit: www.findfashionevents.com.

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ABOUT INFORMA MARKETS FASHION

Informa Markets Fashion connects and inspires the global fashion community through online experiences, industry insights, and worldwide fashion trade events, including MAGIC, COTERIE, PROJECT, and SOURCING at MAGIC. From more effective manufacturing and supply chain opportunities to creative design inspiration and retail on the wholesale floor, Informa Markets Fashion's diverse portfolio supports the entire fashion ecosystem - fostering innovation and driving creativity year-round. For more information on upcoming events, please visit: www.findfashionevents.com

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