



## **Kenneth Cole**

Chairman, Board of Trustees, amfAR

There is certainly truth to the old cliché, "you can do well by doing good." For Kenneth Cole "doing good" has meant being on the front-line of fashion trends and AIDS awareness. As a renowned American designer and humanitarian and the President and Chief Executive Officer of Kenneth Cole Productions, Inc., Kenneth Cole believes that "it is great to be known for your shoes. It is even better to be recognized for your soul."

Kenneth Cole joined amfAR's Board of Directors in July 1987 and became Vice Chairman in April 2002 and Chairman of the Board on World AIDS Day, December 1, 2004. Kenneth designs and donates most of amfAR's annual advertising creative, including the outdoor campaign, which first appeared in 1996. He donates a generous portion of his company's retail sales on World AIDS Day to amfAR each year and has initiated public awareness efforts annually since 1985.

Kenneth Cole Productions is one of the most widely revered and consistently focused fashion houses with retail sales in excess of a billion dollars. Kenneth goes far beyond lending his name to a line of clothing and accessories. He is the ultimate driving force and creative director in all areas from design to marketing. Fall 2003 marks the 20th anniversary of Kenneth Cole Productions and the publication of Footnotes. Footnotes not only celebrates the twenty years of business, but also the creative brainstorming behind the controversial advertising campaigns as well as the philanthropic initiatives that has made the business a success.

In addition to his commitment to amfAR and the fight against AIDS, he sits on the Board of H.E.L.P. USA, the nation's largest provider of homes, jobs, and services for the homeless, which is chaired by his wife, Maria Cuomo Cole. He also serves on the Board of the Council of Fashion Designers of America and the Sundance Institute. He has received numerous awards for his innovative, socially conscious advertising and overall social outreach, including the 1997 Council of Fashion Designers of America Dom Pérignon Award for Humanitarian Leadership, the 1997 Creative Coalition Spotlight Award, and the 1998 Media Spotlight Award from Amnesty International.

Kenneth received amfAR's Award of Courage (November 2000) at the Foundation's annual Seasons of Hope fund-raiser in observance of World AIDS Day.

He and his wife Maria have three daughters and live in Westchester, New York.