

Media Contact
Anna Hovet, Owner
HOVET
773-504-6054
annahovet@gmail.com

HØVET

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Chicago Fashion Designer Anna Hovet Closing Fashion Line to Transition Company into a Workshop

CHICAGO, IL (November 2, 2017) -- After nine years, Chicago Fashion Designer Anna Hovet is ending production of her fashion line, HØVET contemporary men's and women's athleisure apparel line manufactured in Chicago. HØVET has been sold in numerous boutiques in Chicago and online worldwide. The designer will now focus her efforts teaching private classes group workshops and consulting for all things fashion-related.

"I always dreamed of having my own fashion line, but the best part was that it developed into something much bigger - a platform to build and hopefully inspire young female entrepreneurs." said Anna Hovet

Hovet founded the business in 2009 from her apartment in Wicker Park. Over the last nine years, she has grown the business into a major Chicago brand through fashion shows, community events, a reality show and collaboration with national corporate brands including Sony, Kraft, Effen Vodka, and United Airlines. Hovet is continually advocating for domestic apparel manufacturing, specifically in Chicago, creating jobs and collaborating with independent artists and local retailers including Jugernaut, Milk Handmade, and Florodora.

Over the next month, she will transition her design space into *HOVET Fashion Studio*, a workspace for fashion classes and consulting. She has recruited some of Chicago's best and most experienced fashion designers, including Borris Powell, Nora Del Busto Jewett, and Agnes Hamerlik, to teach private classes, group workshops, and consulting for sewing, pattern-making, illustration, production, etc. Classes can be booked now on shophovet.com.

"My main goal is to educate emerging fashion designers, employ experienced designers and utilize the apparel business skills I've gained over the last decade," says Hovet. The designer also recently took on the role of Business Development Advisor at the Chicago Fashion Incubator (CFI), a non-profit located in Macy's on State Street that gives fashion designers business tools and training to create innovative products and launch globally competitive businesses based in Chicago. Hovet was a CFI Designer in Residence in 2009.

Hovet is a staple in the Chicago fashion scene. Her work has been featured in numerous publications including Lucky Magazine, and worn by Jennifer Hudson, Hannibal Burress, Chance the Rapper, and NBA star Evan Turner. Hovet is an alumna of SAIC, where she now teaches. In 2011 she was a contestant on the Kenmore Reality Web Series "So You Wanna Be A Designer" and was named one of Refinery29's "30 Under 30" in 2012. In 2015, Anna Hovet was awarded "Chicago's Best Local Clothing Designer" by the Chicago Reader and an "Outstanding Woman in Fashion" by the City Clerk of Chicago in 2017. Hovet's TEDx Talk, "The Next Generation of Entrepreneurs" has also been viewed by thousands.

Final HØVET inventory is available on shophovet.com and sold at her final studio shopping party to be held at HØVET Design Studio (2000 W Carroll Ave #302, Chicago, IL 60612) on Saturday, December 2, 2017 from 6 to 10 P.M.

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HØVET Final Shopping Party

HØVET Design Studio

2000 W. Carroll Ave

Chicago, IL 60612

Saturday December 2, 2017

6:00 - 10:00 pm