



2017-09-18 09:08
OFFICE OF THE
SECRETARY

MURIEL BOWSER
MAYOR

SEP 18 2017

The Honorable Phil Mendelson
Chairman
Council of the District of Columbia
John A. Wilson Building
1350 Pennsylvania Avenue, NW, Suite 504
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to the Commission on the Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 3-651), I am pleased to nominate the following person for appointment:

Ms. Diedre Jeffries
3347 Highwood Drive SE
Washington, DC 20020
(Ward 7)

as a public member of the Commission on Fashion Arts and Events, replacing Christine Brooks-Cropper, for a term ending April 9, 2021.

Enclosed you will find biographical information detailing the experience of Ms. Jeffries, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of these nominations for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments should the Council require additional information.

Sincerely,

A handwritten signature in black ink that reads "Muriel Bowser".

Muriel Bowser



Chairman Phil Mendelson
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

Chairman Phil Mendelson, at the request of the Mayor, introduced the following resolution,
which was referred to the Committee on _____.

To confirm the appointment of Ms. Diedre Jeffries to the Commission on Fashion Arts and
Events.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this
resolution may be cited as the "Commission on Fashion Arts and Events Diedre Jeffries
Confirmation Resolution of 2017".

Sec. 2. The Council of the District of Columbia confirms the appointment of:

Ms. Diedre Jeffries
3347 Highwood Drive SE
Washington, DC 20020
(Ward 7)

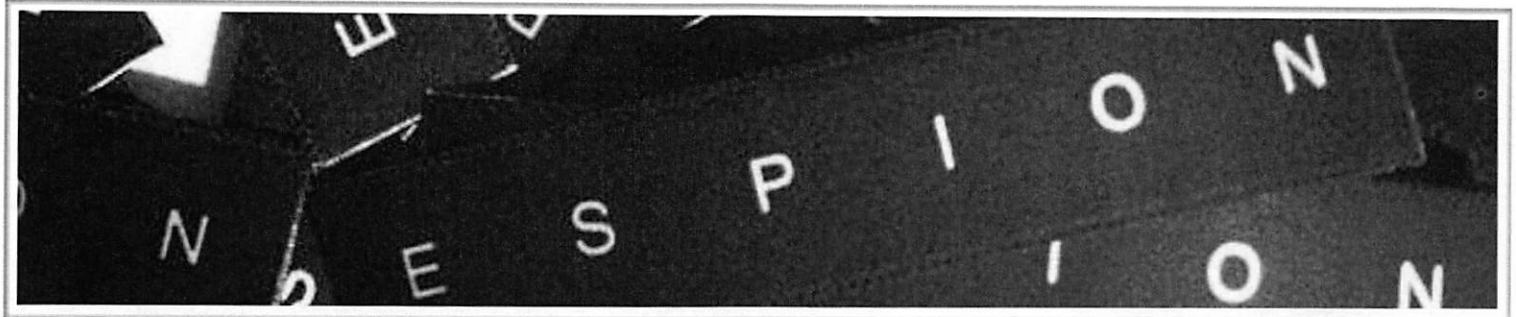
as a public member of the Commission on Fashion Arts and Events, in accordance with the
Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008
(D.C. Law 17-148; D.C. Official Code § 3-651), and section 2 of the Confirmation Act of 1978,
effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), replacing Christine
Brooks-Cropper, for a term ending April 09, 2021.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution,
upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.

ESPION

ATELIER



Luxury Women's Apparel

- Debuted at NY Fashion Week Feb. 2011
- Costume Designer for Feature Film "LUV" starring Danny Glover & Common
- Designer for 2011 Good Morning America (GMA) Summer Concert Series
- CW50 Network Feature at NY Fashion Week
- 2011 "Designer of the Year" hosted by The Washington Post"
- Featured as "Dynamic Woman" and "Fashion's Top 5" in issues of DC Modern Luxury magazine
- Named one of Ebony Magazine's "Top 12 Designers to Watch in 2012"
- Awarded the CVS 2012 MirrorMirror Award as a "Fashion & Beauty Icon"
- Partnered with Rolls Royce to show 2013 collection
- Profiled on StyleBlazer's "How I Made It" - Series 2
- Costume Designer for two Oprah Winfrey Network (OWN) shows
- Featured Designer at 2013 ESSENCE Festival Sponsored by CocaCola
- Premiered ESPION Spring 2014 at Mercedes-Benz NY Fashion Week at Lincoln Center sponsored by SmartWater, Coca-Cola, HFR
- BET interviewed Deidre for a feature on ESPION at Mercedes-Benz Fashion Week at BET.com
- Featured in September Issue of JET magazine as Luxury Style Expert
- 2014 "Fashion Tech" Branding Panelist for Fashion Law Week DC/ LA
- 2013/14 "Branding" Panelist for the Executive Leadership Council
- Premiered 2015 "Kingdom" Collection at Mercedes-Benz Fashion Week NY
- Featured in Black Enterprise Magazine 2015
- Featured on Women of Power - Feb. 2015
- Fall 2015 "Image and Branding" Keynote Speaker for the Executive Leadership Council Honors Symposium
- Appointed as a Fashion and Textiles Expert to an ongoing White House Roundtable Focus Group on the Trans-Pacific Partnership & International trade. 2015
- Fashion and International Trade panelist at African Arts and Fashion Week, Embassy of Nigeria 2015
- Selected to be a featured designer to show the ESPION collection at the 2015 BET Awards

DEIDRE JEFFERIES



Deidre Jefferies is a Washington, DC born and raised, fashion designer. The nation's capital is where she developed her prim design aesthetic and the city's spy culture lends itself to her collection's slick, mysterious, modern edge.

She debuted her first collection under the name, ESPION, to a standing ovation and subsequently received glowing reviews and awards. The ESPION collection has unexpected combinations. She finds the beauty in all things masculine and strength in all things feminine. The heirloom quality pieces are crafted with fur, lambskin, rich double-faced cashmere, and fluid silks. Superb evidence of the designer's laser-sharp palette. Deidre's work is intensely focused on luxury and her exacting expectations and commitment to excellence are apparent in everything she does.

The multi-faceted designer also is a costume designer for the Oprah Winfrey Network and feature films. To honor her natural proclivity towards the arts, she is also a Smithsonian Institution committee member.

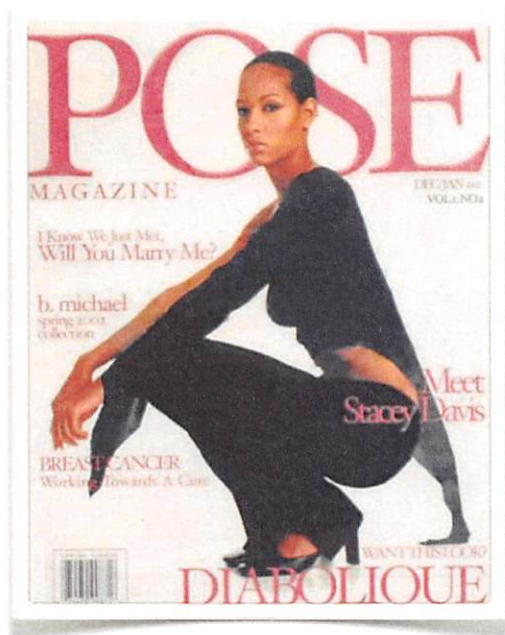
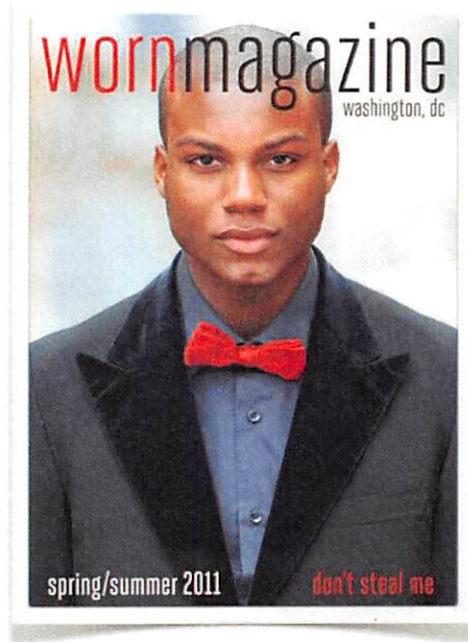
FILM



DEIDRE JEFFERIES

ESPION

PRINT & TELEVISION FEATURES



"How I Made It" Season 2: Episode 2 – Deidre Jefferies



wornmagazine

THE FEAST

BLACK WEALTH FOR LIFE
ENTERPRISE

Aol.

The Washington Post

Glamour

DC
MAGAZINE

ro
rolling out

SB
STYLEBLAZER
THE #1 FASHION MAGAZINE

OFFICIAL SELECTION
SUNDANCE
FILM FESTIVAL

HONEY

the CW

EBONY®

UPTOWN
LUXURY, LIFESTYLE & LIVING

NBC

JET

byt.
BRIGHTEST
YOUNG THINGS

HIMI

FASHION DELEGATE

ebw

MOËT & CHANDON
CHAMPAGNE

FW

POSE

examiner.com.

EuroMotorcars
Bethesda

DEIDRE JEFFERIES

ESPION

PUBLICATIONS, BLOG FEATURES, APPEARANCE

EBONY / Style

BLACK LISTED DISCUSS TOPICS PHOTOS VIDEO

IN THEATERS NOW

GET TICKETS

END TALKS

15
JANUARY 2012

STYLE / Fashion

12 Designers to Watch in 2012

FIND OUT WHY THESE DESIGNERS ARE NEXT!



Deidre Jefferies (DC) launched ESPION Atelier in 2011 to critical acclaim. With over 10 years in the game, she steps from behind the shadows with justifiable cause.

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DEIDRE JEFFERIES

ESPION

DYNAMIC WOMEN

of the Greater Washington, DC Area

DC magazine is pleased to present the women of the Greater Washington, DC area who exemplify the leadership skills, knowledge and dedication that place them in the elite of their fields. These are the women of distinction who stand out and influence others in our community.

PHOTOGRAPHY BY HOSE ZURMAN, WWW.HOSEZURMAN.COM

SELECT PHOTOGRAPHY BY INSPIRATION PHOTOGRAPHY, WWW.INSPIRO.COM

HAIR BY TASHA WANDER, GARY PARRS AND TONY ROZARIO FOR GEORGE BACOUS SALON AND SPA, WWW.GEORGEBACOUS.COM | CHINEE BUSH-TON

MAKE UP BY MATYEN LILLA AND TRIN HOFFMAN FOR GEORGE BACOUS SALON AND SPA, WWW.GEORGEBACOUS.COM

ROSE KAZOJAL MAKEUP BY ROSE, WWW.ROSEKAZOJAL.COM

SELECT JEWELRY COURTESY OF AMETHYST, WWW.AMETHYST.COM

PHOTOS SHOT ON LOCATION AT BOCONCEPT GEORGETOWN AND BOCONCEPT TYSON'S CORNER, WWW.BOCONEPT.COM



Deidre Jefferies

OWNER AND CREATIVE DIRECTOR
 COMPANY: ESPION LLC
 ADDRESS: 704 Washington, DC 20001
 PHONE: 202.532.2272
 WEB: espionllc.com

Deidre Jefferies is the designer of the new women's luxury clothing line, ESPION, which debuted as EW2013 collection during NY Fashion Week in February. ESPION's current collection was introduced as made-to-measure, boasting high-quality garments that have a sort of classic elegance to them, even with the element of innovative "skin." (By the way, the designer is known for her jewelry, was named "Designer of the Year" by Fashion District and was recently commissioned to provide custom suits for the upcoming feature film Learning Curve starring Common, Denzel Washington and Dennis Haysbert.)

"The power of beauty, the impact a garment has on the soul is undeniable. It can set you on fire. Everyone should feel it."

Look

Piping Hot

Designers have dreamed up a closetful of killer skins for Fall 2013. But the most versatile options are garments trimmed in leather. Deidre Jefferies, creative director of womenswear line ESPION, understands the imperative behind a properly placed pelt. So we asked the Washington, DC clothier to break down the rules for the wear and care of your rawhide this season. BY NANA EKUA BREW-HAMMOND

Deidre Jefferies

Designer shares how to rock and protect your leather duds



01.

Weathered or Not

If you want the timeless look, "go for a classic silhouette that's been punched up by leather trim," Jefferies says. But avoid extra-broad piping. If it's too wide, it can look a bit less polished.

02.

Tougher Than Leather

Opt for synthetics that stand up to dry-cleaning solutions. "Petro-based materials are very friendly at the cleaners," she informs. "And they wear like the real thing."

03.

Wash and Wear

Can't afford dry-cleaning expenses? Jefferies recommends using Coach brand's cleaning solution, or a hypoallergenic baby wipe to remove spots.



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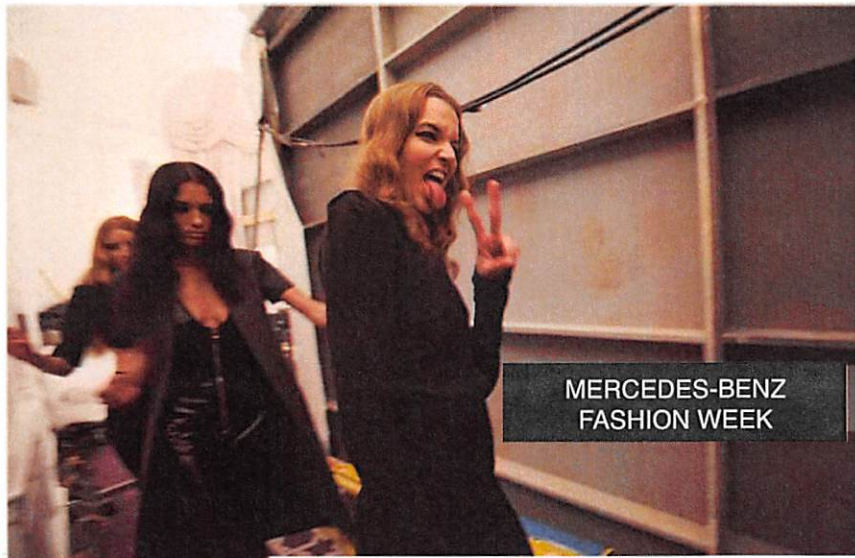
+ Follow Jefferies on Twitter @DeidreJefferies

NORDSTROM.COM; EMPHATIC.COM; TRACYREESE.COM; DILLARDS.COM; PHOTO COURTESY DEIDRE JEFFERIES



FASHION EDITORIALS

PUBLISHED 2015



MBFW

mbfashionweek.com/designers/espion

10



Mercedes-Benz FashionWeek



GLOBAL ▾



ESPION ATELIER

Deidre Jefferies is a Washington, DC born and raised fashion designer. The nation's capital is where she developed her prim design aesthetic and the city's spy culture lends itself to her collection's slick, mysterious, modern edge.

ESPION Atelier debuted its Autumn/Winter 2015 "Kingdom" collection for Mercedes-Benz Fashion Week on February 13th at the beautiful, ultra modern Affinia hotel. Deidre made her own black history, as the only African American female on the official fashion week calendar. Mercedes-Benz issued a quote throughout their social media saying "ESPION Atelier dominated the runway."

All 200 seats along the runway were filled with guests from Glamour Magazine, People Magazine and Vogue.com to name a few. Standing room of about 150 was also filled to capacity. With the designers artful aesthetic of prim classic clothing with an edgy futuristic finish, ESPION attracted everyone from the cool, new guard in fashion bloggers with tens of thousands of followers to the established authorities in editors from Vogue and Glamour. Everyone ranging in ages from early 20's to late 60's

ESPION's title sponsor was the prestigious Cole Stevens Salon. Other sponsors include: Skincando, Laura Mercier, RAD Soap, Beautiful Textures, Nioxin, Wella and Talbott Teas.



ESPION
KINGDOM
AUTUMN/WINTER 2015
COLLECTION



COMMUNITY RELATIONS, AFFILIATIONS, PARTNERSHIPS & PUBLIC SPEAKING

Deidre has a body of values that she continues to cultivate through her work, lifestyle & community involvement. As a native Washingtonian, Deidre is a Smithsonian Committee member, where her passion for culture and the arts is well served. CVS & Rolling Out honored Ms. Jefferies with a MirrorMirror Award, naming her a "fashion & beauty icon." A known penchant of hers is young people and the purity of their dreams. Ms. Jefferies works with youth organizations delivering a concise message of self-worth, character building, camaraderie and image refinement. She inspires and empowers her young audiences by helping them to recognize the untapped power they each possess through her engaging personal style of communication.

In 2014, Ms. Jefferies was selected by Fashion Law Week to speak to audiences in Los Angeles & Washington, DC on the importance of legal protections & intellectual property rights in the Fashion industry. With her solid background in business development, Ms. Jefferies is frequently requested to speak to broad groups of entrepreneurs, corporations and business students. She is now a consultant for the honorable Executive Leadership Council on "Building Your Brand", annually speaking to the honors students of the nations most prestigious HBCU's business schools. Deidre will also have the honor of delivering the keynote address at the ELC Honors Symposium in Fall 2015. In Spring 2015, Ms. Jefferies' knowledge of fashion, textiles, business and international trade gained her an appointment to an ongoing White House Roundtable group to assist the Office of the United States Trade Representative (USTR) in the execution of the new Trans Pacific Partnership (TPP), a groundbreaking Free Trade Agreement (FTA).





Executive Office of the Mayor - Office of Talent and Appointments
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

Diedre Jeffries



Diedre Jeffries is a fashion designer with a diverse background in art, fashion, business development and public speaking. She is the Owner and Creative Director of her own Luxury Womenswear brand, Espion.

Ms. Jeffries has fostered powerful relationships in the fashion industry throughout the country and abroad, namely Shanghai. She debuted her first collection under the name, ESPION, to a standing ovation and subsequently received glowing reviews and awards.

Her experience as a member of the Smithsonian Artrageous Committee demonstrates a well-rounded, cohesive set of capabilities that allow her to generate ideas that work across quite a few areas as they relate to the fashion and arts communities in Washington, DC. Ms. Jeffries is also is a costume designer for the Oprah Winfrey Network and feature films. Also, Ms. Jeffries' education in managing fashion and luxury goods companies, marketing and finance has allowed her to learn the nuances of people and entrepreneurs and what they need to stand up thriving businesses and crystallize brand identity and a solid client base.

A Ward 7 resident, Ms. Jeffries attended the University Of Pennsylvania Wharton School Of Business.



GOVERNMENT OF THE DISTRICT OF COLUMBIA
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

To: Lolita Alston, Steve Walker
From: Betsy Cavendish
Date: June 19, 2017
Subject: Legal sufficiency review of Resolution nominating Diedre Jeffries to the
Commission on Fashion Arts and Events

This is to Certify that this office has reviewed the above-referenced legislation and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call me at 202-724-7681.

A handwritten signature in cursive script that reads 'Elizabeth A. Cavendish'.

Elizabeth Cavendish