



Tartan Patchwork Cow

Artist: Jeffrey Banks

This cow will be “grazing” at the [Hudson Yards – Manhattan Pasture](#)

About Jeffrey Banks

Jeffrey Banks is an acclaimed Men's Fashion Designer whose signature American design style has significantly impacted the entire fashion world.

The Jeffrey Banks Signature Men's Wear Collection was launched in 1977, consisting of tailored clothing, dress furnishings and sportswear. It established a new benchmark for men of style.

The American art of casual dressing was reinvented when Banks took over as Design Director of **Merona Sport** in the 1980's. He introduced never before seen colors and fabrications coupled with soft styling and loose fit for men, women and children. **Merona Sport** became an instant hit and sales rocketed from \$7,000,000 to \$85,000,000.

Throughout the last decade Banks has been Creative Design Director for several highly successful private label Men's Wear lines. The **East Island** and the **Metropolitan View** lines for the **Bloomingdale's** chain have generated over \$70,000,000 in sales.

Banks was selected to be Design Director for the historical launch of the first brand extension for Johnnie Walker Scotch. The **Johnnie Walker Collection** includes casual sportswear and timepieces. The Collection has changed the perception of Johnnie Walker, helping to make it more appropriate for today's younger affluent male.

Presently, **Neema Clothing**, **Watson Brothers** and **Platinum Hosiery** have Jeffrey Banks licensing agreements. **Neema Clothing** produces a collection of fine tailored clothing for the US specialty and department store market. **Watson Brothers** manufactures neckwear and belts for both the US and Canadian specialty and department store markets. **Platinum Hosiery** knits the hosiery collections for the US market.

Throughout his distinguished career Banks has been honored for his talent and creativity. He has won two **Coty Awards** for Outstanding Menswear and Mens Furs. He received the **Cutty Sark** U.S. Menswear Designer of the Year Award for his extraordinary contribution to men's fashion, an **Earnie Award** for boyswear and the **Pratt Award** for Design Excellence.

While obtaining a degree in Fashion Design at Pratt Institute and Parsons School of Design in New York City, Jeffrey Banks was Design Assistant to both **Ralph Lauren** and **Calvin Klein**.

Currently Banks is partnering with **Alixandre Furs** to design and relaunch the Jeffrey Banks Collection of fur coats and jackets for a group of exclusive retailers.

Jeffrey Banks is a longstanding member of the Executive Board of the **Council of Fashion Designers of America** (CFDA). He is Vice Chair of the Board of the **Hetrick-Martin Institute** and has served as a Senior Board Member of the Board of Trustees of the **Fashion Institute of Technology** (FIT).

Connect with the Artist:

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Interested in Purchasing this Cow?

Banks's cow will be sold at our online auction by [Heritage Auctions](#) September 9-October 7 to benefit God's Love. Please contact us at events@glwd.org to learn more about purchasing this cow.

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