



SEMINAR SCHEDULE

{free} creative insights & essential info from renowned trend & industry experts

All seminars located in Suite 19 in the Penthouse, 13th floor at the California Market Center (the CMC). Seminars are free for registered attendees. Badge required for entry. [Visit www.californiamarketcenter.com/registration for more info.]

mon | mar 15

9:30a-10:45a "Spring/Summer 11 Colors & Inspirations"

Peclers Paris | Speaker: Sarah Brady

A presentation of cultural and artistic influences with creative scenarios & aesthetic viewpoints on colors, material and patterns for Spring/Summer 11, with a look towards Early Fall 11/12.

11:00a-12:15p "The West Coast Approach to Spring/Summer 11"

Design Options | Speaker: Fran Sude

Presenting an overview of color & trends for both the Apparel & Home markets with a West Coast flair. Learn how color has become inter-industry fused. A free season of color will be given away to one lucky attendee.

1:00p-2:15p "Ladies, Denim & Accessories Trend Direction for Spring 11"

Fashion Snoops | Speaker: Melissa Moylan

In today's business climate, making accurate trend choices is crucial. Join Melissa Moylan, Trend Director at Fashion Snoops in a discussion of key upcoming global trends including Tribal, Intimate and Raw Luxe to understand how they work together to shape Spring 11 retail and fashion trends. You will be taken through the most important and actionable directions in design themes, colors, materials and washes, details, graphics and key items for Ladies, Denim & Accessories projected for Spring 11.

2:30p-3:45p "Spring/Summer 11 Womenswear Forecast & Fall/Winter 11 Early Direction"

Stylesight | Speaker: Renee Labbe

Stylesight presents an in-depth look at the essential directions for womenswear for the Spring/Summer 11 season, including the must-have textiles and eco-materials. Also catch a preview of the Fall/Winter 11, as Stylesight introduces the key looks as well as directional fabrics/prints of the season.

tue | mar 16

9:30a-10:45a "Innovations in Knitwear: Circular Design Knits"

Circular Knit Services, LLC | Speaker: Tom Miles, CEO

Learn more about this unique resource for the fashion industry which specializes in original designs for circular knit piece goods development. Presentation includes an innovative collection of contemporary

swatches inspired by the latest trends incorporating new fiber and yarn developments from around the world.

11:00a-12:15p "Spring/Summer 11 Trends & Fall/Winter 11/12 Early Color Materials"

WGSN | Speaker: Sally Lohan

WGSN highlights emerging fabric trends and showcases its signature macro trend directions for Spring/Summer 11. Also get a first look at WGSN's Fall/Winter 11/12 color and textile directions.

1:00p-2:15p "Current & Future Trends in Textile Sustainability"

Organic Exchange | Speaker: Heidi McCloskey

What direction are textiles moving in the market now that retailers and brands are placing so much emphasis on greening textiles and supply chain transparency? Learn about Organic Exchange's recently completed global research on textile sustainability, including both natural & synthetic fibers. Don't miss this chance to understand the future fibers in the global supply chain.

2:30p-3:45p "FABRICAST™ Knits & Wovens"

Cotton Inc | Speaker: Yvonne Johnson

The latest knit and woven fabrics developed by the Product Development Team at Cotton Incorporated for the apparel market will be presented. Interesting constructions, yarns and dyeing and printing effects will be highlighted.

wed | mar 17

9:30a-10:45a "Profitable Business Opportunities"

Fashion Business Inc (FBI) | Speaker: Frances Harder

This seminar will explain how, with careful planning, to turn those creative ideas into a profitable, small apparel-related business.

11:00a-12:15p "Sourcing Solutions for Small Manufacturers"

About Sources | Speaker: Susan Power

Learn about North American fabric & trim suppliers that have low minimums, quick turn around time, and in-stock fabrics + trims, including hard to find products such as Organic/Eco-friendly fabrics & trims plus hi-tech fabrics; in addition to learning about industry terms and classifications including fabric suppliers such as mills, converters, distributors, jobbers, agents, and brokers and how they may work with you. Get info on finding contractors who will produce small lots and work with growing companies. Additionally you'll receive information on trade associations and industry service providers who may be of further assistance to you.

1:00p-2:15p "How to Plan, Merchandise & Sell Your Business in a Slow Economy"

Fashion Business Inc (FBI) | Moderator: Frances Harder, Panelists: TBA

Taking a risk in today's business economic climates is a difficult, but necessary step in order to develop and grow your retail or branded company for apparel and footwear. Join a panel of industry experts who will examine the various aspects of planning, merchandising, branding, sales and international marketing opportunities for a US fashion business.

for more info visit www.californiamarketcenter.com/latextile

california | market center

110 E 9th Street Suite A727, Los Angeles CA 90079 | www.californiamarketcenter.com | 213.630.3683 | attend@californiamarketcenter.com