

MONDAY, MARCH 5

11:00am - 12:00pm

SS19 COLOR & INSPIRATIONS

Peclers will share the influences for the season, introducing cultural & art-related references that inspired the themes for SS19, followed by a color forecast & creative concepts including: shapes, fabrics, prints, patterns, & materials, illustrated through fashion, accessories & environments.

Presented by: Jennifer Karuletwa, Peclers Paris

1:30pm - 2:30pm

2018 GLOBAL TRENDS AND MINI WORKSHOP

The Designer Consulting Co-Op will present an in depth look at the everyday people that are influencing global fashion. Trends are not as obvious as they once were. Trends today are about "Life Styles" and the art of merchandising your individual style and "brand". The mini workshop will focus on applying global trends to your market and brand.

Presented by: Jacqueline Snyder, Designer Consulting Co-Op

3:00pm - 4:00pm

PROTECTING YOUR BRAND

What's legal, and what's illegal? This presentation will discuss what parts of the design process can and cannot be protected, establishing the financial "worth" of your brand, and the steps to take for protection of artistic works.

Moderated by: Ilse Metchek, California Fashion Association

Presented by: Aaron Renfro, Call & Jensen; Michelle Landver, Marsh & McLennan Insurance

TUESDAY, MARCH 6

9:30am - 10:30am

TECHNICAL EXPERTISE & SOURCING FOR MANUFACTURING SUCCESS

Step into the world of manufacturing from swimwear and athletic wear, to children's wear and soft goods. Jennifer will share her tips of success as an industry professional, pattern maker, and manufacturer. Several aspects will be covered including: pattern design (how to save money), common issues (and ways to problem solve), technical packs, samples, grading/sizing (specific to types of garments), cutting, and manufacturing. Jennifer will discuss how to streamline the process, and the necessary steps in chronological order. She will also be reviewing specific grade rules & the machines that are specific to the type of garments / fabric.

Presented by: Jennifer Olivo, Jennifer Loel Designs

11:00am - 12:00pm

COSTING FOR PROFIT

It goes without saying that the simplest garments cost less to make. As styling details are added the cost of the finished garment will increase. Determining all the costs and important components that make up a cost sheet will be key to your company's success. One missing item or miscalculation from the cost sheet could lead a major profit loss. Understanding the importance of costing your product will be the determining factor in the profitability of your company's growth and survival.

Presented by: Frances Harder, Fashion for Profit

1:30pm - 2:30pm

WHEN TECHNOLOGY MEETS FASHION

A truly inspiring story about how an environmentally-conscious fashion company can leverage technology, develop a competitive edge and support sustainability initiatives. Arthur Kononuk, Creative Director and Co-Founder of Canadian apparel brand tentree talks about their Product Lifecycle Development (PLM) story and how they combine creativity and technology while staying true to their environmental DNA.

Moderated by: Ilse Metchek, California Fashion Association

Presented by: Celia Newhouse, Centric Software; Arthur Kononuk, tentree

3:00pm - 4:00pm

ADOBE ILLUSTRATION AND PHOTOSHOP FOR FASHION: TIPS, TRICKS, AND RESOURCES

Learn how to speed up your workflow with these time-saving tips from Robin Schneider. She'll cover how to warp fabric fills around bodies in Photoshop. Fill flats with fabric patterns for line sheets and how to swap them out in a pinch. Using Graphic styles in Adobe Illustrator for speed and consistency between designers, and where to find great resources for more Adobe for Fashion content.

Presented by: Robin Schneider, Adobe for Fashion

WEDNESDAY, MARCH 7

9:30am - 10:30am

FABRIC SOURCING 101

This seminar would go over the ins and outs of how to source fabrics for your brand, the different types of fabrics available, what questions to ask vendors to help you find the fabric you're looking for and not seem like a newbie.

Presented by: Mindy Martell, Clothier Design Source