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OCTOBER 8TH 2010 AT FIT, NEW YORK CITY



AFINGO PRESENTS:

“Behind the Seams”- The Fashion Industry Forum

The first annual “Behind The Seams” event is a veritable “how-to” for designers, writers, publicists, retailers, or anyone looking to pursue or expand their fashion career. Held at the Fashion Institute of Technology (FIT), the all-day event has already drawn top designers, veteran industry insiders, manufacturers, multimedia fashion journalists, and celebrity tastemakers.

Panel topics range from launching your first line to social media marketing to exploring both sides of fashion’s impassioned debate over sustainable, environmentally friendly production. Emerging and veteran designers will share their stories of success and offer advice on what it takes to create, grow, and maintain a successful brand. Magazine editors and respected bloggers will demystify the process of building relationships with other branches of the media and explain the ethical issues involved in editorial coverage. Production experts will discuss the how’s and when’s of manufacturing domestically versus overseas, and celebrity stylists will explain their role in the runway to red carpet translation.

Confirmed participants include:

- Steven Alan, Founder, Steven Alan
- Natalia Allen, Creative Director, Design Futurist
- Joanne Arbuckle, Dean of the School of Art and Design, Fashion Institute of Technology (FIT)
- Gaby Basora, Designer, Tucker by Gaby Basora
- Lesley M. M. Blume, Contributing Style Editor, The Huffington Post
- Rodger Cohen, Owner, Regal Originals
- Simon Collins, Dean, School of Fashion, Parsons New School of Design
- Cate Corcoran, Technology Editor, WWD
- Sharon Graubard, Senior Vice President Trend Analysis, Stylesight
- Tom Handley, AAS Fashion Marketing Faculty, Parsons
- Astride Howell, Founder, CheckYouDaily.com
- Bonnie Julian, Vice President Textile Division, AirDye
- Anthony Lilore, Boardmember, STGC and Co-Founder, Restore Clothing
- Sally Lohan, Head of Content and Forecasting, WGSN
- Fern Mallis, Founder, Fern Mallis LLC, IMG New York Fashion Week
- John Patrick, Designer, Organic by John Patrick
- Caroline Priebe, Production Manager, Rogan/Loomstate
- Jyothi Rao, General Manager, Womenswear, Gilt Groupe

- Amy Smilovic, Founder and Designer, Tibi
- Michelle Smith, Designer, Milly
- Karalynn Sprouse, Vice President of Sales, MAGIC International
- Mariela Torres, Director of Career Development, LIM College
- Michelle Vale, Designer, Michelle Vale Handbags
- Gary Wassner, President, Hilldun Corporation

PANEL TOPICS

READY TO LAUNCH YOUR LINE?

Top designers and producers offer personal stories and advice on how to leap from sketch to sales

TREND FORECASTING

Experts discuss the “science” of spotting the next big thing

MARKETING 2.0

Creating, marketing and selling in the New Media age

SUSTAINABILITY: BUSINESS AS USUAL?

“Going green” - just another trend or a necessary, fundamental shift in how the industry works?

GETTING IT MADE (DOMESTIC VS. OVERSEAS)

Industry Leaders discuss development, production and how to cost at home and abroad

For information on how to get involved please contact: Laura Rubin/LLR Consulting at laura@llrconsulting.com or 917.861.2036

For more information on Afingo please go to: www.afingo.com