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The Fashion Group International Salutes The Rising Stars



The 2016 Rising Stars

The energy was palpable as Fashion Group International welcomed the new stars of beauty, fashion and design to its 19th annual Rising Star Award luncheon, held at Cipriani 42nd Street, in New York City, on January 28. **Margaret Hayes**, president of FGI, began by honoring the accomplishments of the winners and finalists as they continue on their creative journey.

Hayes provided context for the event: "The Rising Star program offers an opportunity to recognize emerging talent, for both the entrepreneur and for the corporate risk takers. The process begins with 120 nominees and the judging continues among the FGI membership, both online and in-person, with a numbered scale, ultimately arriving at 20 finalists. This vote reflects a microcosm of the consumer public," said Hayes. Hayes highlighted the work and achievements that had brought each of the nominated individuals to where they are now, and shared particular encouragement with the finalists in the room. "While talent is a natural ability, it can only be realized through the relentless drive each of the finalists show in their creativity. I would remind you that over the years we have had nominees that have come back three or four times, so please do not feel less than your perfect self if you do not win today," she said. Hayes thanked the sponsors of the event, Hearst and Saks Fifth Avenue, as well as Movado, for providing the awards, and Flowerbox, for the step-and-repeat wall garden and flowers; and acknowledged the patrons and presenters of the award program.

Introducing keynote speaker **Linda Fargo**, senior vice president of Bergdorf Goodman, Hayes said, "Linda is the eyes of Bergdorf Goodman." Renowned for spotting trends, creating innovative displays, and maintaining the visual identity of the famous New York store,

Fargo began by recognizing the talent gathered in the room for the award luncheon. "We are all here, members of this fashion tribe, all united around this fire," said Fargo. "We gravitated here as fledglings. You all deserve an award just for being here. There's plenty of room for you and your talent," she said.

"The fashion industry is vast," she said, noting, "There are 75 million individuals employed by the fashion industry around the world, and 4 million in the U.S. alone. The constellation of stars that enter the field inevitably creates competition, and the smartest and the best rise to the top. Hence the name, Rising Stars," said Fargo. She noted the well-deserved accolades enjoyed by all the winners and finalists alike, concluding, "If I was a wine grower, I'd say this was a very good year. Stay inspired."

While all the winners graciously thanked Fashion Group and all the talented finalists in their respective categories, the Women's RTW winner, **Brandon Maxwell**, offered a special thank you to individuals he had appreciated in particular. Maxwell said, "I had two glasses of champagne because I was so sure I wouldn't be talking here. I would like to thank all the designers who inspired me along the way, and as a former stylist, I would like to thank all the magazines that gave me coverage and support. I grew up in a small town where I never really fit in anywhere. Making women feel beautiful and designing clothes was what got me through. The only thing that really gives me joy and happiness is designing these clothes," said Maxwell.

— Nancy Jeffries

Contributing Writer, bnjcasa@aol.com

AND THE WINNERS ARE...

Accessories (Tie)



Dee Ocleppo Hilfiger
Dee Ocleppo



Brett Heyman
Eddie Parker



Julie Macklowe
vbeauté



Clio Ermenidis
Firmenich



Michal Kadar
Cadara

Home/Interior Design



Aerin Lauder
Aerin



Catherine Smith
Plan de Ville



Donrad Duncan



Malan Breton
Malan Breton Homme



Brandon Maxwell

Retail

Men's Apparel (Tie)

Women's Apparel



Keynote speaker Linda Fargo

Presley Ann Photography

Accessories – Tie

Dee Ocleppo – Dee Ocleppo Hilfiger

Eddie Parker – Brett Heyman

Freida Rothman – Freida Rothman

Mr. – Heather Hubbard

Shoes of Prey – Jodie Fox, Michael Fox and Mike Knapp

Soap – Elena Corsano, Michelle Vale

Yliana Yopez LLC – Yliana Yopez

Beauty/Fragrance Entrepreneur

Amazon Beauty, Inc. / Rahua – Fabian Lliguin

Drunk Elephant Skin Care – Tiffany Masterson

Mèreadesso, Inc. – Linda Stephenson

Scenterprises, Inc. – Sue Phillips

vbeauté – Julie Macklowe

Beauty/Fragrance Corporate

Estée Lauder, Lab Series Skincare for Men – Stefano Ruggieri

Firmenich – Clio Ermenidis

Givaudan – Linda Song

LVMH Fragrance Brand, Givenchy – Ana Paredes

Fine Jewelry

By/Natalie Frigo – Natalie Frigo

Cadara – Michal Kadar

Katie Scott Jewelry – Katie Scott

Meredith Marks – Meredith Marks

Home/Interior Design

Aerin – Aerin Lauder

Mela Artisans – Dipali Patwa

Savage Interior Design – Jonathan Savage

Retail

Plan de Ville – Catherine Smith

The Sweet Shop NYC – Kelly

“The Candyman” Jaime

Trunk – Aimee Grubel, Radka Osickova
and Natasha Samoylenko

Zady – Maxine Bèdat

Menswear – Tie

EFM – Donrad Duncan

Greg Lauren LLC – Greg Lauren

Malan Breton Homme – Malan Breton

Peyman Umay LLC – Peyman Umay

Rochambeau – Lawrence Chandler and

Joshua Cooper

Womenswear

Brandon Maxwell – Brandon Maxwell

Houghton – Katherine Polk

Ji Oh – Ji Oh

Kempner – Meggie Kempner

MM.LaFleur – Sarah LaFleur

Nha Khanh LLC – Khanh Nguyen

Novis – Jordana Warmflash

Orley – Matthew Orley, Alex Orley,
and Samantha Orley

RISING STAR FINALISTS' COCKTAIL PARTY

Each year, a few weeks before the Rising Stars awards luncheon, FGI honors all the finalists at an intimate yet festive cocktail party, hosted once again this year by Saks Fifth Avenue (the fifth year running—thank you!).

“The mission of Fashion Group is to foster rising as well as established talent,” said **Margaret Hayes** to the assembled crowd of finalists, board members, past winners and other guests. She highlighted the many past finalists and winners who have gone on to further greatness—**Paige Novak**, Belle Fleur fragrances, The Dressing Room, to name a few.

— **Katie Kretschmer**
Editor/Contributing Writer

Each January, FGI recognizes a group of up-and-coming designers, entrepreneurs and other creatives in the fashion, retail, beauty and decor fields. As the rising stars of the industry, we've asked them five questions about how they got this far, and what they see for the future. We'll be featuring their replies here and in upcoming issues of iTalk this year.



Julie Macklowe
of vBeauté,
Beauty/Fragrance
Entrepreneur Rising Star

1. How has winning the Rising Star award affected you career, and how do you see it shaping your business/career in the future?

We are super honored to be a Rising Star Award recipient and plan to showcase our beautiful trophy on the HSN network when we are on-air. It is a very meaningful award to us, having applied multiple times before winning it! We feel that it shows we are on our way to doing the right things in our industry as judged by the most important group of people—our industry peers.

2. A recent article in the New York Times looks at the effect of social media and the need for “instant gratification” on fashion week and the retail cycle. How do you see the role of fashion week and the runway show in the future?

I believe its largely disappearing. I am guessing in a few years, more of the designer debuts will be via Instagram or snapchat, and the actual runway shows sadly a thing of the past. Times have changed, its all about wear-now, based on what makes sense for the weather, and retailers are finally realizing you can't sell spring clothes when its snowing out and winter clothes when its 100 degrees outside...times are changing.

3. If you weren't in your current profession, what would you be doing (and why)?

Who knows! After going from running a hedge fund to running a beauty company—I've learned you can never predict where the future lies.

4. Who or what inspired you to do what you do?

On my way to a friend's wedding in Deauville, Normandy, the TSA confiscated my toiletries and after spending way too much money on replacement products that left me covered in a rash, I vowed never to let this happen to me, or anyone else, again. I made it my mission to find the best Swiss scientists in the world to create an affordable, luxurious, anti-age skincare line that would be safe for all skin types.

5. What advice would you give to the next class of Rising Star nominees?

Be passionate, follow your dream. Listen to your customers and feedback from others, but never give up on your vision!



Dee Ocleppo Hilfiger
by Dee Ocleppo,
tied for Accessories
Rising Star

1. How has winning the Rising Star award affected you career, and how do you see it shaping your business/career in the future?

Winning the Rising Star Award has given me a huge boost in both my morale and confidence. Often in this business, you can find yourself questioning your ideas, opinions. Being recognized in the industry has motivated and inspired me to continue to grow and develop my brand and to constantly strive to be original and innovative.

2. A recent article in the New York Times looks at the effect of social media and the need for “instant gratification” on fashion week and the retail cycle. How do you see the role of fashion week and the runway show in the future?

I believe we live in different times... even from five years ago! A lot has changed and social media has become an important and integral part of our everyday lives. It is here to stay and we must acknowledge its effects on many businesses including fashion. I will believe that “fast fashion” will be an industry “norm” and Millennials will demand that what they see on the runway will be available to them immediately (most likely with a click on their cell phone!). In my opinion, it makes no business sense trying to fight progress!

3. If you weren't in your current profession, what would you be doing (and why)?

If I was not designing accessories, I would probably be an interior decorator. I am obsessed with homes and love the process of creating and developing an inviting, interesting, and comfortable environment I guess I would still be designing something!

4. Who or what inspired you to do what you do?

My husband Tommy inspired me to dive into the fashion industry... *head first!* He continues to be the person that believes in me the most and *never* underestimates my capabilities.

5. What advice would you give to the next class of Rising Star nominees?

My advice to the next class of Rising Star nominees is to listen to your inner voice because that is what will ultimately make you unique. Stay focused, positive, and most importantly, determined. In my experience, the most positive and determined people never give up and eventually get to where they want to go!

Fashion Group member **Melissa Pastore** has recently joined Lacoste USA as Public Relations Manager.

Prior to joining Lacoste, Melissa spent nine years at Swarovski, where she served in various roles on the communications and public relations team for the Swarovski Consumer Goods business; her most recent title there was Brand and Public Relations Manager. For our purposes, Melissa is a dedicated member of the Fashion Group International publications committee. A gifted writer, Melissa covers and reports on FGI activities and events and was, at the 2015 Annual Meeting, recognized with a well-deserved Spirit of Volunteerism Award. Congratulations to Melissa

— Wendy D'Amico

Creative Consultant, Wendy7d@aol.com

In Memoriam:

N i n a B u d m a n

A Fashion Group member at FGI Toronto for nearly three decades, **Nina Budman** passed away on December 15th.

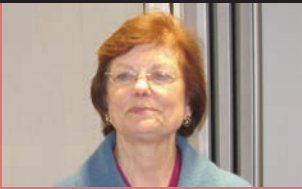
The founder of her namesake firm, BudmanPR, Nina was an expert in strategic communications and media relations and her entrepreneurial spirit and hands-on approach drew a roster of clients in the fashion, design, retail and development communities, clients with whom she forged lasting and rewarding relationships.

Chair and advisor to the Ryerson School of Fashion, Nina also served as a board member for the Design Exchange and acted as an advisor to FGI Toronto and Toronto Fashion Incubator for years.

A consummate professional who embraced creativity and quality, Nina Budman was held in the highest possible regard by peers and colleagues, as well as her friends and fellow FGI members. She is survived by her husband, Larry Ungerman, as well as her extended family, and will be much missed. Should readers be so inclined, memorial donations may be made to the Nina Budman Ungerman Memorial Fund, c/o The Benjamin Foundation, 416.780.0324, www.benjamins.ca

— Wendy D'Amico

Creative Consultant, Wendy7d@aol.com



Gail Vance Civile



Lior Lev Sercarz



Kelly Jones



Chef Roblé



David Apel

Karen Young, president of The Young Group, welcomed attendees on behalf of The Fashion Group International, to a presentation on multi-sensory fragrance creation, held on February 23 at Symrise Headquarters in New York City. "Sensory cues can change minds. The process of shopping is a right-brain activity and sensate connected, making consumers more likely to purchase if they are connected sensorially; and if they can hold the product in their hands, they are 60 percent more likely to purchase," she said.

Young introduced a diverse panel, including moderator **Gail Vance Civile**, president and founder of Sensory Spectrum; **Lior Lev Sercarz**, founder of La Boîte Biscuits and Spices; **Kelly Jones** founder of Kelly & Jones, which creates fragrances inspired by wine notes, and director of marketing at Takasago; **Chef Roblé**, owner of Roblé & Co.; and **David Apel**, VP & senior perfumer at Symrise. Vance Civile, whose company specializes in sensory methods and evaluation, connecting consumers through sensates, said each panelist created a product that connects with the consumer on a sensory level.

Lev Sercarz, who develops customized spice blends, said, "We create a certain experience that touches the consumer. When you come to our store and open a bottle, you cannot be indifferent to it." Jones said the fragrances she creates enhance the nuances of both wine and perfume for an experiential approach to the world of wine. Her blends capture the notes of wine varietals. "My goal is to get wine drinkers, at all levels, to experience the fragrance of wine in a whole new way," she said.

Roblé, creator of Clique fragrance and owner of the restaurant Streets, in Brooklyn, looks at the senses through food, flavors and fragrance. "People eat with their eyes, so if it's attractive they're more likely to eat it," said Roblé, noting that the sound of a sizzling steak on the grill, the taste of chicken soup, which can't be fully appreciated without smelling it, and the texture of foods, are key to appreciation. "This multiplicity makes it all taste better," he noted.

Apel added the perfumer's perspective, saying, "What we do is invisible. It's about emotions, what we respond to subliminally. This allows me to find commonality among people."

Global, Local or Cultural

Vance Civile asked if multisensory markets were global, local or cultural. Lev Sercarz said, "Different things are perceived differently in different places. Most people know cinnamon, but it's not reserved for dessert. My goal is to create something different, so we don't say, 'This is for this and that is for that.' We are trying to bridge differences. Individuals should not change the way they are or the way they live, but rather open their eyes to different ways of looking at things." Jones said, "The terroir of wine offers differences; for example, white grape from California is different from white grape of Europe. It took me a while to branch out and integrate that into my collection."

Roblé said spices cross cultural lines. "Turmeric, for example, is in Indian cooking and East African cooking, but now it's become the wonder spice. There are other things like that that are jumping around. Turmeric root is now sold in Whole Foods," he said.

Introducing multisensory to the consumer is a matter of degree. "If something is pushed too far, it may not be acceptable, so balance is required in bringing in different elements, and seeing the change take place," Apel said. Lev Sercarz starts with the basics. "Information found online, on television, in travel, all offer openings to different experience. You have to make it approachable and transition it to the consumer," he said.

"You can't force an experience that is multisensory. It's about nurturing the experience. These can be small, curated moments. It can't be overwhelming," said Apel. Jones noted that holograms, 3-D presentations, and multilayering will make consumers more ready to welcome the experience, and these approaches will increasingly be featured at retail.

Apropos of the sensorial, Roblé recalled a "dinner in the dark" that he organized. "The servers wore night-vision goggles.... Since guests couldn't see, their other senses were heightened," he said. Flavorless pop rocks sprinkled on a custard dessert created a great sensation for diners, and sounds contributed to the experience.



Karen Young

Leveraging the Multisensory Experience

"Someone applying nail polish on an airplane is a multisensory pitfall I can do without," said Vance Civile, approaching another aspect. Roblé recalled an elaborate rainbow-colored fragrance packaging, saying, "Don't do too much. People can OD on the multisensory. Keep it cool." Jones concurred, "Don't be distracted by the clutter....keep it simple." The panelists agreed balance is required. "It's about paring down. Multisensory doesn't mean adding everything," said Apel.

The panelists shared how they knew they were drawn to the sensorial world. For some it began with art, for others it was cooking. For Jones, glimpsing a cherry blossom tree at a meeting in Japan, and feeling she was smelling the fragrance of the blossom through the window, opened her eyes to a new career.

While the multisensory trajectory was different for each, the unifying factor is the emotional connection. Apel said, "Imagine if your product makes things for the consumer change for them personally. It's going to be a small thing, a brand that will really get it right. It will be a multisensorial product that will be a tipping point."

"I believe there will be a day when we will have 'smell-o-vision,'" said Roblé, who noted that his gold nail polish actually smells like his Clique fragrance when rubbed. Apel added, "It's the emotional experience. Where does it move me? How do I get it to communicate to you?" he said. Vance Civile concluded the discussion, thanking the panelists, Fashion Group and the sponsors, Cosmoprof North America Las Vegas and Symrise.

— Nancy Jeffries

Contributing Writer, brjcasa@aol.com



President's Award - James D'Adamo



Entrepreneur of the Year - Caroline Fabrigas

On February 1, members gathered for FGI's Annual Meeting to vote on directors to the board for 2016.

Three directors were re-elected for a third and final term on the board: **Mary Ann Domuracki**, **Caroline Fabrigas** and **Elizabeth S. Marcuse**. Five nominees were elected to join the board for their first three-year term: **King Chong**, **Alexandre Choueiri**, **Joyce Green**, **Monica Rich Kosann** and **Adam Lefkowitz**.

FGI president **Margaret Hayes** then presented an overview of the organization's activities over the past 12 months and a look at plans for the coming year. In addition to celebrating FGI's 85th year with a party at the Knickerbocker Club (featuring industry stars such as **Ralph Rucci**, **Carolina Herrera**, **Norma Kamali**, **Rose Marie Bravo**, **Ruben** and **Isabel Toledo**, among others), the year saw some of the organization's most exciting and well-attended events ever: a sold-out Night of Stars, Tastemaker events at Le Cirque with **Mindy Grossman** and **Michael Clinton** and at "21" with **Pamela Baxter** and **Rose Marie Bravo**, and full-house beauty and retail symposiums, to name just a few.

Building membership continues to be a key focus for FGI. Hayes reported that membership was flat for the year (but noted a new region

recently established in Dubai), and the direction for the organization overall is to create growth in that area. "Programming must be relevant with a focus on business intelligence, actionable information, on skills and technology," she said. Emphasizing the need to reinforce FGI as the preeminent industry authority, she challenged all committees to make it their underlying goal to establish the organization as the go-to-source for timely business intelligence and a conduit to industry experts, business leaders and decision makers.

Following Hayes's overview, the chairs of the membership, special events, publications, publications and regional committees updated the board on their activities and achievements for the year as well as goals and ideas for 2016.

Each year, Hayes honors several individual members for their work and dedication to the organization. This year, the Spirit of Volunteerism award was presented to **Carolyn Moss**, of the publications committee, recognizing her generous donation of time and skill covering events and writing for this publication, as well as to **Rhona Stokols** for her similar dedication to the special events committee. The Entrepreneur of the Year award was presented to **Caroline Fabrigas** and **James D'Adamo** received the President's Service Award.

— **Katie Kretschmer**
Editor/Contributing Writer



Tuesday, March 22, 2016

"Staying in Business – A Financial GPS"

A Frontliner panel discussion focusing on how online business affects the way fashion companies are financed; a realistic business plan in today's market; the current price of money and resources available.

FGI / 8 West 40th Street, 7th Floor

Reception 5:30 - 6:00 p.m. / Program 6:00 - 7:00 p.m.



Thursday, March 31, 2016

A Next Gen Event:

"An Inspired Career In Fashion"

Fashion editor, stylist and personality, **Mary Alice Stephenson**, talks about the highlights of her career, how you can forge a successful and empowering career in fashion and how her initiative, GLAM4GOOD, has become a catalyst for change.

FGI / 8 West 40th Street, 7th Floor

Reception 5:30 - 6:00 p.m. / Program 6:00 - 7:00 p.m.

Wednesday, April 13th, 2016

Trend Presentation

Spring/Summer 2016 ready-to-wear collections from the runways in New York, London, Milan and Paris.

The Hearst Tower / 300 West 57th Street

Showing at noon, followed by panel discussion; Encore presentations at 3:00 p.m. and 5:00 p.m.

For more information and to purchase tickets and/or tables
Visit www.fgi.org or call 212.302.5511