

iTALK@LGI

NOVEMBER 2014

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NIGHT OF STARS



1. **Superstar Award** winner Diane von Furstenburg with presenter Karen Elson
2. **Fashion Star** Joseph Altuzarra with presenter Michele Monaghan
3. **Fashion Star** Sarah Burton with presenter Andrew Bolton
4. **Fashion Star** Peter Copping and presenter Marc Jacobs
5. Presenter Richard Story with **Fashion Star** Brunello Cucinelli
6. Presenter Mary J. Blige with **Brand Vision Award** honoree Elie Tahari
7. **Beauty Award** winner Carol Hamilton of L'Oréal flanked by presenters Viktor Horsting & and Rolf Snoeren

Night of Stars Honorees:

Superstar Award:

Diane von Furstenburg

Fashion Stars Award:

Joseph Altuzarra, Sarah Burton, Peter Copping, Brunello Cucinelli

Brand Vision Award:

Elie Tahari

Beauty Award:

Carol Hamilton

Interior Design Award:

William Sofield

Sustainability Award:

Roger Schmid for Natura

Humanitarian Award:

Lisa Paulson for the Entertainment Industry Foundation

Corporate Leadership Award:

Tom Kennedy for Fossil

Lord & Taylor Fashion Oracle Award:

Glenda Bailey



The 2014 Night of Stars gala held Oct. 23 at Cipriani Wall Street was bittersweet, but the heavens were one star brighter with the passing of **Oscar de la Renta** earlier in the week casting a shadow—but not a pall—over the evening.

In her opening remarks, FGI President **Margaret Hayes** noted that as an FGI member and part of its advisory board, as well as a mentor to many in the room, de la Renta would be sorely missed for his accomplishments, but especially for his for his “life well lived” and his ability to make women feel their best. Her words were echoed throughout the night, most poignantly by **Peter Copping**, only weeks ago named by de la Renta to succeed him, who called him his guardian angel as he accepted his fashion star award. **Diane von Furstenburg** choked back tears—as did many in attendance, as she recalled her years-long tradition of Saturday-night chicken dinners and a movie at her home in Connecticut—up until just three weeks before. In accepting her Superstar award, she said we should honor Oscar by “loving life and loving fashion and loving gardens, and being full of life and enjoying life,” as he did.



Diane von Furstenburg

And in that spirit, the evening was far from maudlin—guests were having a good enough time that they required scolding to take their seats for the dinner presentations. The Champagne and Bellinis were flowing. Guests cheered **Joseph Altuzarra** not only for his Fashion Star award but his newlywed status: He married his partner just five days before. And **Glenda Bailey** was (almost) more excited to be accepting her Lord & Taylor Fashion Oracle award from punk icon **Debbie Harry** than about the award itself.

For more photos, visit fgi.org.

— **Katie Kretschmer**
Editor/Contributing Writer

5. Presenter Domenico De Sole with **Interior Design Award** winner William Sofield
6. Presenter Isabella Rossellini with **Sustainability Award** winner Roger Schmid of Natura
7. Presenter Katie Couric with **Humanitarian Award** winner Lisa Paulsen of the Entertainment Industry Foundation
8. Presenter Susan Kaufman with **Corporate Leadership Award** winner Tom Kennedy for Fossil
9. Presenter Debbie Harry with **Lord & Taylor Fashion Oracle Award** winner Glenda Bailey and Lord & Taylor’s Liz Rodbell





From left:
Elana Drell Szyfer,
Christy Prunier,
Stephanie March,
Rebecca Perkins
and Patricia Pao

Visionary beauty concepts.

Innovative strategies.

Independent entrepreneurs make their own rules & redefine beauty.

"When someone gives you a shot, you go for it," said Patti Pao, founder and CEO of Restorsea. This was the driving message behind the success stories of the esteemed panelists at Fashion Group's Frontliner event held on September 17th. All experienced alumna of today's mega cosmetics companies, they are now involved in creating new experiences via niche brands. Hence the evening's title: "Independents' Day."

Moderated by **Karen Young**, CEO of The Young Group, the panel consisted of the aforementioned Pao, **Christy Prunier**, founder and CEO Willagirl, **Elana Drell Szyfer**, CEO Laura Geller, and **Rebecca Perkins** and **Stephanie March**, founders of Rouge NY.

Young started the evening by admitting that she was a beauty junkie, an addiction shared by all of those in attendance. She admitted that she had been trying to put this Frontliner program together for two years, as she had been noticing the changes in the beauty industry. Judging by the evening's packed audience, she realized she was on the right track and that others should be apprised of this new route.

Traditional business formulas are changing as today's distribution is being driven by social media. The large companies today are struggling as they face a business that is reflected by this new consumer. She is demanding experience, innovation and personalization and is involved in building a new community. The panelists here are building their own business models in an attempt to woo this new customer.

Young gave a brief synopsis of each panelist's background. Prunier's natural skin care line Willa, which targets teens and tweens, is devoted to empowering today's young women, who are more influenced by their friends than their mothers. Hence, Willa depends on social selling via a digital program. Pao's natural line, Restorsea, is derived from an enzyme found in baby salmon. Perkins, a noted makeup artist and March, a celebrated film and television actress, met on the set of *Law & Order SUV*. Their mutual interest in makeup led to the founding of Rouge NY, an affordable makeup application service. Drell Szyfer, a veteran of L'Oréal, Estée Lauder and Avon, is using her skills to propel the niche brand Laura Geller.

Young asked each panelist to describe her product's history. Pao was formerly involved in technology. On one of her many trips to see a client in Norway, she happened upon on a fish hatchery that was cultivating salmon. Noticing the young-looking hands of the workers, she discovered that the enzyme involved in the hatching of the salmon had properties (exfoliating without irritation) that would later become the base of her skin-care line. She humorously described her early attempts to promote the line and how a sample in a baggie sent to Bergdorf Goodman spelled the serious start of her company. Inexperienced and without a professional business plan, she shared her voyage to get serious investors and gave tips on dealing with potential financial partners. She told how she originally focused on a brick-and-mortar business but realized that the success of her company was due to her Web site, which allows her to sustain a loyal customer base.

Drell Szyfer, with her many years of experience, is now directing her skills toward the managing of a niche company. With old methods of distribution unraveling, she is involved with creating a new story for an existing brand. Laura Geller, the founder, will be getting an award later this year from the CEW. The company owes much of its success to its appearance on QVC, where it has grown from a brand known in the tri-state New York area to an international presence in the UK, Germany and Italy. Knowing and meeting her customers' demands is key. Her job involves refocusing distribution, growing productivity, modernizing the brand and assuring the availability of product to meet the timing and product continuity of QVC. Channeling the brand's online presence is also a goal.

Prunier's idea for Willa was created during a conversation with her daughter, who wondered why there were not any face-washing products devoted to girls her age. Prunier realized that such products didn't exist and that a simple skin-care routine at an early age would set girls up for a lifetime of healthy skin. The use of sunscreen (not conducive to selfies) and proper face washing were the immediate goals, as during research they learned that up to 80 percent of lasting skin damage happens by age 18. Girls of this age are not receptive to older personnel at sales counters. Their opinions are formed by their friends and

peers seen on Instagram and other social-media apps. They hang out at each other's houses and other social events. Realizing that brick-and-mortar would not work, Prunier devised a program of direct selling that would be better suited to Willa. This would enable the company to focus on lifestyle rather than product. Social engagement is successful here because it is real. The company is now in the process of creating a sales team of girls that will sell the product on weekends. The Willa Girls would act as brand ambassadors and be eligible for prizes and rewards. This will enable the girls to develop life skills and teach financial independence. A Willa app currently in development will act as their selling tool.

Perkins and March met in a professional television setting and realized they had a mutual interest in makeup. Seeing the success of Blow, DryBar and local nail salons, they decided that a scenario with accessible makeup artists would work just as well. They opened their store at 130 Thompson Street in December and shared their excitement at finally getting the permits needed to open. They partner with brands rather than push their own products. This creates confidence in their clients, who know the artists are using brands that they have culled from the market and truly believe in. Their plans for the future include expanding throughout the city.

Young then asked the panel how backgrounds working for the large brands enabled them to direct their talents to their new projects. Drell Szyfer summarized that each company she worked for provided a set of tools which can be applied to any company. They include attention to detail, learning about the competition, navigating the system, retaining relationships and the power of the press. All agreed that an emotional connection with the customer is primary.

As the evening drew to a close, the audience was left with Pao's advice on starting a new business venture. She reminded us that a start-up never turns out how you plan and the primary goal is to break even. She reiterated that you need to raise money even when you don't need it. The panelists certainly got the message and we hope that members of the audience were encouraged to follow their lead and create new opportunities of their own.

— Carolyn Moss

Contributing Writer, carolynmoss@gmail.com




From left: Caroline Fabrigas, Maureen Morrin, Leslie Harrington, Ruth Sutcliffe, Celine Barel, Veronique Ferval and Karen Young

Whether you work with beauty, fragrance, fashion, automobiles or digital devices, emotion is a key driver for attraction and purchase. Fashion Group International's recent Frontliner presentation on October 8 explored the emotional, contextual and sensual perspectives that impact our choices and some of the surprising ways in which communication takes place.

Moderator **Caroline Fabrigas**, president of the Scent Marketing Institute, explained that scent, sight, sound and color all impact the marketing mix. She shared revealing statistics about the ways in which consumers process marketing message: "95 percent of all our communication is unconscious, 80 percent is nonverbal, 80 percent of all our communication is emotional and 80 percent of our communications are visual and scent-oriented." Fabrigas noted that scent orientation and packaging are also key. "Even though we may know that a product is fragrance-free, the first thing we do is pick it up and smell it."

On hand to affirm sensory power in marketing were **Veronique Ferval**, VP, creative director of global fine fragrance at IFF, who studies the chemistry of sensuality; **Celine Barel**, a perfumer at IFF from Grasse and Morocco, who formerly worked with blind children to help them understand the olfactory world; **Maureen Morrin**, professor of marketing at Temple University who oversees the Sensory Lab; **Karen Young**, CEO of The Young Group and an adjunct professor at FIT who teaches sensory marketing to corporate executives; **Ruth Sutcliffe**, former senior marketing director and fragrance designer at Coty; and **Leslie Harrington**, PhD, executive director of the Color Association, whose work is focused on color as a strategic lever in marketing.

Morrin discussed how certain scents are related to temperature, noting, "Vanilla is considered a warm scent; peppermint is cooler. When you pump a warm scent into a room you perceive that you are warmer and that people are close to you." Ferval added, "Our world is all about sensory. From R&D to development, we're connecting scent to emotion." She explained that IFF's database showed people's perception of smells, including mood, texture and color.

Citing an experiment where fragrance students were asked to draw scents, including a fragrance by Mugler, the shapes drawn by the students were very similar. Ferval brought in the element of music, noting IFF's collaboration with Sony Music, in which a musician and a visual artist partnered to create a scent.

Color and the Senses

"Color is near the top of the senses that get activated," said Harrington. "Color can convey weight, texture and temperature. Some say 68 percent of consumer decisions to buy a product are based on color. If the attributes of a product don't speak the same language as the color, there will be an instant disconnect," she said, adding, "Color has become a critical aspect that we're all trying to leverage in marketing."

Sutcliffe noted the role of color in creating a scent and its packaging. "A core responsibility at Coty was to decide the color of the package and the color of the juice that would work with the product," she said. Citing Nautica's Oceans fragrance, she said the scent required a marine proposition, from the clarity and color of the juice to the environmental position, mandating the communication of the clean, fresh, purity of the sea. A clear, water-based formula was utilized, to offer a balanced, sparkling, and fresh crystal-clear juice that was also 100-percent biodegradable. "This was in 2006 and the quest for biodegradability was a distinguishing factor," noted Sutcliffe.

Barel led attendees in a fragrance-sniffing exercise in which three fragrances were sniffed and their temperatures and shapes were rated on a scale of one to nine, from cool edginess to the roundest warmth. The fragrance with the sharpest edges, Calvin Klein's Euphoria, was at the far left on the edgy-shape scale. Flowerbomb from Viktor & Rolf was rounder and warmer, found by attendees to appear almost unanimously on the right of the scale, with La Vie Est Belle, a warm, sensual scent, on the far right.

Young said, "We're all trying to create a story and we're all trying to put as many sensates as we can into a product, whether it's a car, a fragrance or a

device. It's the right side of your brain that's making that decision. We as humans connect with stories, so we're trying to put as many sensates into the product as possible." Young described the corporate training she conducts, noting, "For example, in creating an antiacne gel for a 16-year-old, we need to know we're putting down the characteristics that work with the product and its audience. Because we don't need most personal-care products, we need to make sure we put the elements into the products that the consumers want."

Morrin emphasized color and consumer behavior, saying that when retail shelves were systematically messed up, consumers shied away from them, clearly preferring the neater stacks. Further, when dark colors are messy at retail, consumers move away from them.

Harrington took color theory in another direction, saying her association had conducted studies on the emotional impact of colors. "Red connotes fear or love, and with primary colors there is a better understanding of associations. Green is optimistic, as are yellow and orange," she noted. "Most people know what a color is *not* associated with. We look at brown and we know it's not sexy. Eighty-five percent of the population agrees about what a color is not." Young agreed, stating, "Products that were developed with the right color mix draw customers. Those that don't create a disconnect."

Associations can also negatively impact an experience of a product, Young said. If you serve a fine wine in a paper cup people might think it's something less than fine wine.

Clearly, it is a contextual issue, noted Harrington. "From a color perspective, we have an understanding of love associated with red. However, we all work on individual levels. For example, in beauty, there is lipstick red. In the automotive world, you might think of a red convertible," she said.

As far as trends for scent, there is a rethinking of fragrance and the environment toward authenticity, Fabrigas said. "Many retailers want their stores to have authentic aromas, for example stone and wood," she said, noting interest in new ways of applying and dispersing scent.

Ferval cited the oud trend in Western countries, as well as animal, strong, deep scents and "eccentric molecules" that convey complexity and imagination. "The world of scent is exploding," said Ferval.

— Nancy Jeffries

Contributing Editor, bnjcasa@aol.com



How very timely, when you think about it, that this new film should have its premier screening on September 10th, just as New York Fashion Week came to a close.

James Belzer's new documentary, *Make It In America: Empowering Global Fashion*, explores the critical issue of reinvigorating apparel design and

manufacture in this country. As anyone in the business will affirm, the garment industry, once the lifeblood of New York's economy as well as of its labor force—and that of both Miami and Los Angeles—has declined dramatically. At one time, in fact, the New York fashion industry provided a million-and-a-half jobs and ranked—hard as it is to believe today, as the single largest employer in the United States. Today, the number of jobs in the New York fashion industry has plummeted to less than 25,000. Worse yet, where once 95 percent of apparel sold in America was made in America, that percentage has dwindled to five percent.

Speaking out in the film are some of the industry's loudest and clearest advocates of "Making It In America." Industry executives **Andrew Rosen**, **Fern Mallis** and **Simon Doonan**; designers **Ralph Rucci**, **Anna Sui**, **Yeohlee**, **Nanette Lepore** and former Rising Star winners **Wes Gordon** and **Michele Vale** are all fiercely committed to manufacturing exclusively in the Big Apple and proud of it!

Loews Hotels and Resorts—luxury destinations for the rich and famous, and those hankering for a taste of the good life—was the primary sponsor of the event as well as executive producer of the film which, noted the company's chief marketing officer, **Bruce J. Himelstein**, brings great attention to those in the fashion industry who are manufacturing here and creating jobs.



From left: Nina Garcia and Margaret Hayes

In her opening remarks, **Margaret Hayes**, president of Fashion Group and Loews' co-partner in presenting the event, expressed the ardent hope that New York will return to its former ranking as the world capital of fashion design and production and went on to say that, in her view, Belzer's film does an outstanding job of championing the American fashion industry and of highlighting the creativity, productivity and resourcefulness that so characterize American fashion design.

Nina Garcia, creative director of *Marie Claire*, introduced the film and spoke passionately about the decline of American design and manufacturing and the importance of its reinvigoration. She closed her remarks on a profound and poignant note, with a quote from the film and one to which great attention should be paid. And it was this:

"If you wear something made by someone suffering in danger and poverty; who is miserable and perhaps far too young to work, you will feel the pain."

All the more reason to make it, buy it and wear it in America.

— **Wendy D'Amico**
Creative Consultant, Wendy7d@aol.com



Rising Star Awards: Get the vote out!

Watch your e-mail box for information on voting dates for the Rising Star Awards.

It's your chance to help nominate the next fashion stars—past winners have included Jason Wu, Christian Cota, Tory Burch, Joseph Altuzarra, the founders of Birchbox, Wes Gordon and Simon Spurr—just to name a few. First-round voting begins in December; voting for the finalists takes place in early January and is open to all members.

Never voted before? It's fun!

The conference room at FGI is set up with garment racks and display tables loaded with samples from nominees in eight categories, from ready-to-wear to beauty to retail and store design. Inspect, smell, touch and read about all the entrants and enter your scores. Once tabulated, the winners are revealed and celebrated at a fabulous and fashionable lunch set for January 27 at Cipriani 42 Street.



Make a difference and fulfill a child's holiday wish!

Children's letters to Santa are waiting for you now!

Don't wait for Black Friday:
Secret Santa gifts are due at FGI by Friday, Nov. 21.

Remember to wrap your gift, and if you include a card, do not include any personal details.

Drop off gifts at 8 West 40th Street, 7th floor.
or contact Miho Takagi at miho@fgi.org

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