



## Regional Directors Conference 2010



### “Survival of the **Fittest**... **Navigating** the New Economy”

Margaret Hayes, Fashion Group International’s President, with Seattle FGI Membership Director Tarah Perini and RD Susan Alveshire holding the Membership Award.

**Thank you** to all of our growing membership. This year Seattle was awarded the FGI Membership award for 20% increase since last year. This is a tribute to ALL of our Fashion Group members who are getting motivated and making a commitment to grow Seattle. Thank you!

The agenda included the topics, speakers and activities that can help all of us to understand how there is hope in these challenging times. The conference presented how these challenges can affect commerce, culture and community, and how we can become more effective leaders, both professionally and personally.



GIVAUDAN:  
Next! Summer 2011:

Not Serious,  
Reassuring,  
Fantastic Fantasy,  
and Witness



Upper Left : Givaudan Headquarters ; UK RD Anne Agoren, Susan Alveshere, and Tarah Perini Right: - Kate Greene of Givaudan Lower – Representatives from San Diego, Pam Iannotta, S. Alveshere (Seattle)



We opened up the convention with an informative presentation by Givaudan on their research and analysis into the future

**Not Serious:** valve to take some of the pressure off. Think: “Fun, Humorous, Offbeat, Free Onconoclast, Parodic.”

Art and Media Influence: Takashi Murakami and Pharell Williams, *The Simple Things*, Art Basel 2009 ; Erwin Wurm, *Fat Porsche*, Lieu Unique Nantes 2008; Fernando and Humberto Campana, *Cipria*, Milan 2009.

The Scent: Sweet like candy – described as “candy tease.”

**Reassuring,** Think: Soft, Affective, Historical, Ornamental, Comfortable.

Art and Media Influence: Zhan Huan, *Ashes Painting*, Paces Winderstein, NY 2008; Jaime Hayon, *La terraza del Casino*, Madrid, 2008; Marcel Wanders, *Hotel Mondrian*, Miami, 2008.

The Scent: baby soft, “soft memory.”

# Givaudan Welcomed Fashion Group International with a Cocktail Reception

**Fantastic Fanstasy:** “Gothic, Unconscious, Mysterious, Poetic, Sumptuous, Fantastic, Oniric.”

Art and Media Influence: Wim Delvoye, Torre, Venise Biennale 2009;



Tord Boontje, *Leaf Cabinet, Telling Tales*, V&A, London, 2009; Gina Light *Visionary*, BMW, Munich, 2007.

The Scent: “On the Wild Side.”

**Witness:** XX Century is over, let XXI Begin. Extreme complexity and fast changes make our society difficult to understand. Reacting to this, human beings record what exists to create landmarks. Think: Preserve, Engage, Concerned, Awareness Activism, Stewardship.

Art and Media Influence: Mathieu Lehanneur, *The Age of the Word*, Issey Miyake Paris, 2009; Philippe Terrier Herman, *The World of Sustainable Luxury Fair*, Paris, 2009; Martin Baas, *Real Time*, Design Miami/Basel Basel 2009.

The Scent: Warm vanilla mixed despair.





# Condé Nast and FGI Headquarters NY: Education

Education is an important part of Fashion Group International so that we can keep our regions growing with our changing times.

Andrew H. Dent, Ph.D. started our day at Condé Nast with an interesting and inspiring presentation on materials research and integration into a more environmentally forward thinking world. Dr. Dent is the Vice President of the Library & Materials Research, Material ConneXion. Dr. Dent plays a key role in the expansion of a technical knowledge base through implementation of consulting projects and new materials that are juried into the Material ConneXion's Library which holds over 4,750 different materials. Whirlpool, Adidas, BMW and Proctor & Gamble have all been successful clients of Dr. Dent as he developed and improved their products through the use of innovative materials. As a leading expert on sustainable materials, Dr. Dent's insight has played an important part in creating many new and amazing sustainable products that has helped make our world a better place. To arrange an interview or submit a speaker request, please contact: [snatkins@materialconnexion.com](mailto:snatkins@materialconnexion.com) , or 212-842-1509, [www.materialconnexion.com](http://www.materialconnexion.com)

Our second speaker of the day was Harry Slatkin to whom we can praise for all the wonderful candles that are so popular today. We were privileged to have an interview with Mr. Slatkin hosted by FGI's own Emily Koltnow, last year's FGI's Entrepreneur of the Year. Emily presented the audience with a wonderful DVD of Harry Slatkin's interviews of that were featured on the Today Show, E!, and Martha Stewart. The short biography DVD set the stage for this charismatic speaker and personality to share with Fashion Group his journey to success.

The New York Times calls him the "king" of fragrance; Harry Slatkin created Slatkin & Co. in 1992 when his passion for fragrance drove him to create an incredibly successful business. Soon, retailers such as Saks Fifth Avenue, Bergdorf Goodman, Barneys and international stores like Harrods in London and Vila Moda in Dubai were launching his

**Above Left to Right:** Dr. Andrew Dent, Margaret Hayes, Harry Slatkin from Slatkin and Company with S. Alveshere and Tarah Perini, Isabel Toledo and Ruben Toledo

**Below Left to Right from top:** Emily Koltnow interviewing Harry Slatkin. FGI Representatives from Dallas, Houston, and Arizona. Fashion Group International Headquarters, New York City.



(continued)





**The educational experience  
that Fashion Group  
International puts forth is to  
ensure that our region  
succeeds by giving us tools  
to share with others upon  
our return**

products. Presently Harry Slatkin oversees product development for all the home fragrance brands under Bath & Body Works which has over 1650 stores.

For press inquires, please contact Alison Mazzola Communications at 212-755-2100 or [amazola@mazzpr.com](mailto:amazola@mazzpr.com)

To emphasize the theme of the year, *Survival of the Fittest... Navigating the New Economy*, Fashion Group International New York brought in a panel of several speakers to motivate the audience. These speakers were moderated by Robin Lewis. The panel included: Lynne Ronon of HSN, Heather Kaminetsky, Director of Internet Marketing at Barneys, and Denise Seegal of FashInvest.

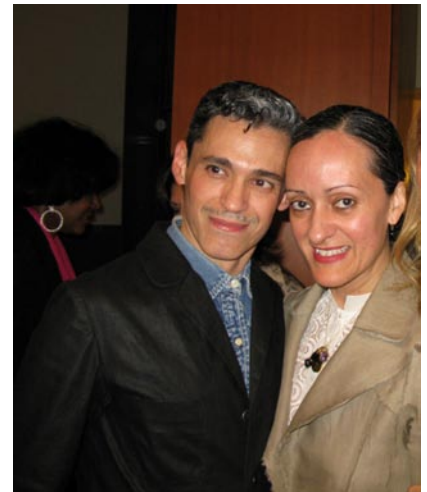
This panel pointed out new and different ways to approach our industry through technology, marketing, and financial backing. For more information: Denise Seegal, 917-374-4280, [seegaldvs@aol.com](mailto:seegaldvs@aol.com)

“*How to Wow*” was a very fun motivational presentation by Francis Cole Jones with an introduction by Pamela Linton. Francis is the author of the book *The Wow Factor*. A few tips on “How to Wow” – Verbal is only registered 7% of the time by those with whom you come into contact. Vocally, your tone is more memorable by 38%. The “Wow” is your body language. How you “talk” with your body is remembered by others at a whopping 55%! For more, find *The Wow Factor*, at Amazon.com.

We ended our speakers of the day with Ruben and Isobel Toledo. Ruben has been illustrating for many names such Louis Vuitton, Burberry, Tiffany & Co., Barneys New York, as well as various others including Nordstrom. Toledo is also the

wonderful artist that creates FGI’s wonderful artwork on the website, newsletters and lovely invitations.

Toledo’s work has been on exhibition throughout the world, including the Metropolitan Museum of Art in New York City, the Victoria and Albert Museum in London, and the Momu in Antwerp. Ruben is also the author of the “Style Dictionary,” a collection of his drawings and watercolors.



Isobel has been designing and exhibiting her collections twice yearly since 1986. Her work has been sold in some of the most well known stores in the world such as IKRAM in Chicago, Colette Paris, and Barneys New York.

Isobel and Ruben Toledo were the recipient of the COOPER HEWITT NATIONAL DESIGN AWARD for FASHION in 2005. It was a pleasure to watch and listen to Isobel and Ruben speak about their childhood, young adult life, and life now as they know it.

**On Saturday at Fashion Group  
International headquarters in New  
York...**

the Regional Directors were amazed with

New York Fashion Group International's Rising Stars!

This panel discussion included each of (New York) FGI's winners of the annual Rising Star competition that is a yearly event in New York City.

This years Rising Stars were:

**Peter Hidalgo, Women's Apparel**

**Anthony Keegan, Men's Apparel**

**Janet League-Katzin, Beauty/Fragrance**

**Edward Chai and Paul Birardi, Retail**

Each had a wonderful outlook as to where they are headed and what the future holds for their businesses.

We also had a presentation by Carmina Perez on Social Media and Networking.

Next we had Sharon Graubard from SVP, Trend Analysis, Stylesight. Here are some tips for the up in coming seasons:

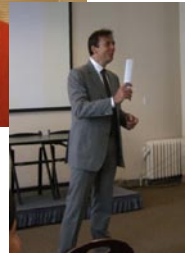
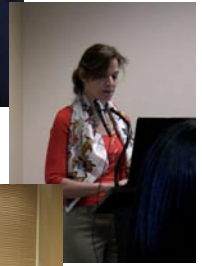
1. **Soft Grunge:** Pretty lingerie is piled over vintage, feminist takeover of the tomboy grunge. Think Perry Ellis by Marc Jacobs 1992. Colors: Pinks, turquoise, eggshell and blues.
2. **Bongo Bakongo:** Sapeurs, and sarongs all twist to an afro beat. Yves Saint Laurent 1961, Activist Angela Daves 1960s, Yinka Shonbare 2008. Colors: Jeweltones and Khaki
3. **Moody Nature:** Ended surfaces and organic volumes seen through and emotional lens. Ross Blechner 1990s. Colors:

Prints that look like inkblots, moody colors, blue grey, green grey, rust grey. Moody prints.

4. **Body and Soul:** Shapely scuba diver meets Grecian goddess. High performance classics. Le Corset 1962 Edie Sedgwick Vogue 1965.
5. **Studio Art:** Mid Century fashion editor meets chic art teacher at local pottery class. Colors: Oranges, pinks and lime greens. Key looks: Boxy silhouettes and utilitarian outerwear.

Hutton Wilkinson spoke on "Tony Duquette, Wild Child of Hollywood Design," introduced by Susan Glick. Wilkinson provided FGI with a humorous and entertaining presentation of the history of Tony Duquette and his life. For more information please contact: 310-271-4688

Dr. Milan Milasinovic, Dean of Graduate Studies and Continuing Education also spoke on LIM and the programming available.



At the Cosmopolitan Club FGI

NY gave out the Merit Awards for the year. Seattle was honored with the Membership Award given for a 20% increase in membership.

Other areas also received Merit Awards such as St. Louis, Los Angeles and Korea.

Top: Peter Hidalgo with S. Alvshere and T. Perini, Below: Speaker Carmina Perez. Hutton Wilkinson and A. Agoren, Dr. Milan Milasinovic. Above: Rising Star Panel. Left: Dinner at the Cosmopolitan Club, T. Perini (Seattle), A. Agoren (UK), S. Alvshere and District Director Pam Iannotta. Awards with Margaret Hayes with T. Perini & S. Alvshere.







Above Left to Right: Representatives from St. Louis, Seattle, and Los Angeles. District Director Regions 5, Pam Iannotta. Award Winner FGI Saint Louis. FGI Los Angeles and San Francisco. Evening shopping at ABC Carpet, Hostess Marisa Guber. Right: Installation at Museum at FIT, presentation by: Dr. Valerie Steele.



**Fashion Group International brings people of the industry closer together for a common goal: to increase business awareness and networking capabilities within your region. Join the Fashion Group International in your region: [www.fgi.org](http://www.fgi.org)**