

MAY 2019

In Memoriam:
Margaret Hayes
Beyond the Glass Ceiling

2

Five Questions with a Rising Star
Shivam Punjya
Morgan Fulcher

Getting a Jump Start on Fall / Winter 20 - 21

3

WWD Runway Recap

Upcoming Events

4

Life Coach

In Memoriam: Billie Sutter

5

Tools of The Trade

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IN MEMORIAM

MARGARET HAYES
BEYOND THE GLASS CEILING

Somebody once said, "For our success to be real, it must contribute to the success of others."

The lodestar of Fashion Group International for nearly a quarter of a century, Margaret Hayes conceived, planned and executed a yearly calendar of events, all of which were founded in promoting the success of others. The annual Rising Star design competition showcased, judged and celebrated the works of emerging talents, dozens upon dozens of whom achieved success on a global scale. The annual Night of Stars gala is an award ceremony vested in the successes of individuals of accomplishment across a wide range of disciplines. Business symposiums brought industry thought-leaders together to share their considerable achievements with audiences eager to hear the secrets of success. And the list goes on...

A determined, strong-willed woman with a flawless eye for talent, who spoke straight from the shoulder and suffered no fools, Margaret was financially astute, business savvy, generous with her time and advice, and gave unstintingly to her family, friends and to Fashion Group. In terms of influence, visibility and the respect and regard in which she was held, she did, indeed, power through the glass ceiling.

Margaret received numerous humanitarian and business leadership honors from organizations including The American Cancer Society, The American Jewish Committee, The City of Hope, Queens College, the Samuel Waxman Cancer Center, The Children's Hospital at Montefiore, and the prestigious La Médaille de la Ville de Paris, among others. Margaret also served on a number of corporate and nonprofit boards including International Flavors & Fragrances, The Movado Group Inc., LIM Fashion Education Foundation, and The Mosholu Preservation Corporation. An avid traveler and lover of history and art, she was admired for her steadfast determination, her straight-talking ability to get to the point, and above all, her generosity of spirit. She is survived by her daughter, Alexandra Adame; her stepdaughter, Elizabeth Adame; and her grandchildren, Quincy, Casey and Febee. She was predeceased by her husband of 42 years, Omar Adame.

In thinking about six degrees of separation, it comes to mind that it was Eleanor Roosevelt, one of the founders of Fashion Group, who remarked about the meaning of success. Hers were very large shoes to fill and, inarguably, Margaret Hayes filled those shoes and followed in those indelible footsteps.

Margaret Hayes passed away on February 28, 2019, and, with her not in it, we see the world a little differently; more in shadow now than light.

— Wendy D'Amico

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 believe it's enlightening to ask them about how they got this far, and what they see for the future. We feature their replies here. In this issue, we talk to **Morgan Fulcher** of Jo Malone who tied for the Beauty/Fragrance – Corporate award, and **Shivam Punjya** of Behno, who won for Accessories.



Peclers
Paris

Jennifer Karuletwa, Peclers Paris

On February 19, Fashion Group International hosted an evening themed toward understanding our industry's future.

The night's guest speaker, **Jennifer Karuletwa**, is the senior trend and business consultant for Peclers Paris, a full-service 50-year-old global creative consultancy with a presence in seventeen countries.

FGI events like this treat members to exclusive information and gives them access to proprietary trend information. Karuletwa delivered, with insights on trend direction for Fall/Winter 20/21.

The idea of change was discussed in depth. Our consumers' personal experiences, culture and preferences are constantly being challenged. Understanding the forces responsible for this rapid movement is important.

Sustainability is the buzzword heard most often from companies deciding how strong their commitment can or will be. Recycling, or the re-use of items we already have, begs the question of how much do we really need? An eco-conscience movement will impact future generations as they will be forced to seriously question the future of sustaining the environment. Aspects including the colors that are chosen as well as protective fabrics will therefore impact future fashion.

With the goal towards a regard for the physical world around us recognized, comes a renewal of spirituality within the individual. A search for self will create new mindsets. New rituals will be established and quests for alternative approaches will be seen.

The challenge is to determine how to insert these future concepts into the framework of your customer, business or brand. Only through strong communication and marketing can this story be understood.

Questions from the audience focused on the topic of sustainability, as everyone agrees on its necessity but falters on the manner in which it can be successfully achieved.

The future is fast approaching and we appreciated the techniques learned to assure its successful arrival.

— Carolyn Moss
Contributing Writer



Shivam Punjya
of Behno
Accessories Rising Star

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

SHIVAM PUNJYA: Being a Rising Star is a privilege that gives us the confidence in the work we do. With predecessors that have gone on to build storied businesses, and with the current community investing in our mission and vision, it empowers me to believe that the industry is looking ahead for ethically minded brands like Behno to take on a continued and stronger role of evolving the current landscape.

MORGAN FULCHER: Within my career since winning, I feel recognized by my peers, I also feel a sense of confidence in my abilities. Along with the award comes the expectation to achieve and continue to achieve—therefore I feel this continual determination for my career.

Does the investment in a major branding event (such as a runway or party/presentation) make sense today or does social media work better to grow a brand?

SP: Investing in a consistent and viable social media strategy is the way forward; so many of us are personally reliant on it for our source of information and news to upkeep with a rapidly changing world around us. I believe it will be imperative for us to evolve our social media to be consistent in its messaging for our consumers while curating new content that is stimulating.

MF: Immersion experience I believe is still very important. You may be able to capture this on social media, however, I feel there is something still intrinsically human to connect personally and experience first-hand.

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

SP: If I wasn't in the fashion world, I would be a healthcare consultant, focusing on health insurance accessibility and provision. In fact, my entry into the fashion space was happen-chance. I was in graduate school at Duke University for my masters in global



Morgan Fulcher
of Jo Malone
Beauty/Fragrance –
Corporate Rising Star

health, which exposed me to textile and home workers in India when I was conducting my thesis research. One thing lead to another, and Behno came into existence, with the vision of marrying socially conscious production and garment worker and artisan rights with aesthetics and accessible pricepoints to change the way individuals interact and consume fashion.

MF: I would be a wedding planner. I love the excitement, the emotion, the organisation! All coming together for such a momentous day.

In the next five years, how will your role—and that of your industry—play out in a dramatically changing retail environment?

SP: My goal is to evolve Behno, which is currently focused on handbags and accessories, into a lifestyle brand that grapples with ethics and sustainability in other classifications by strategic partnerships between brands and for- and non-profit organizations. I imagine being a connector as a mechanism to augment the current conditions of the industry and to innovate new ways of collaboratively looking at solutions.

MF: Fundamentally developing fragrance, I believe, will still remain, though adaptation of the fragrance experience for digital retail—whilst still maintaining an interactive brick-and-mortar retail experience—may mean further developments and creativity to animate fragrances.

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

SP: I'm not sure if I'm in any capacity to really give advice, but at Behno, we've been working nonstop and tirelessly for a vision and mission that is larger than any one of us. For me, the most beautiful thing is to try your hardest at something that addresses a larger issue in our world, and make an impact, no matter how small or large.

MF: Anything is possible—with a positive attitude, curiosity to learn and hard work!

WWD Runway Recap



From left: Sophia Chabbott, Alex Badia, Alexa Tietjen

FGI members were invited to attend *WWD's* Runway Recap presentation, part of Career Week at the Fashion Institute of Technology. The event was an opportunity to introduce students to FGI, and celebrate its roots at *Women's Wear Daily*. As **Maryanne Grisz**, acting managing director at Fashion Group, explained to the crowd, *WWD's* founder Edmund Fairchild gave the fledgling Fashion Group its first office space.

WWD Style Director **Alex Badia**, Digital Director **Sophia Chabbott** and Prestige Beauty and Digital Editor **Alexa Tietjen** led the audience through a recap of fashion week that was as fun and informal as it was informative.

The presentation had an intimate, friendly mood akin to a morning talk show, but the commentary was insightful. Badia noted trends that were trickling up as well as down (see Nancy Pelosi's bright overcoat) and that men were now shopping trends. A discussion of how feathers trimming a camel coat looked elegant rather than over the top transitioned to the return of tailored looks as a welcome reaction and repeal of the ath-leisure look.

Bold colors led the parade of key trends, which also included a punk revival, feathers, new heritage, futuristic, understated luxury, showing off and leather. Men's trends included leather, too, as well as leopard, long scarves and understated elegance. In accessories, the buzz was about statement hats, geometric bags, and boots, boots, boots. Beauty trends followed the same themes (featherlike lashes, futuristic effects as well as understated classic style).

The technical presentation was updated as well, moving beyond still runway shots to include gifs and video clips to drive home the point that there's certainly nothing static about the trends for Fall 2019.

— **Katie Kretschmer**
Editor/Contributing Writer

May 16

Beauty Symposium:
The New Beauty Consumer
Inside the mind of today's beauty consumer...

Reception: 11:15am to 12:00pm

Luncheon: 12:00pm to 12:45pm

Discussion: 12:45pm to 2:00pm

Moderator:

Lucie Green, J. Walter Thompson Worldwide

Panelists:

Rinat Aruh, Aruiden

Doug Jensen, The Estée Lauder Companies

The Roosevelt Hotel, Terrace Ball Room
45 East 45th Street, NYC

Sponsored by The Estée Lauder Companies

May 22

Frontliner: Fashionable Addresses

Learn how the most stylish addresses are created when fashion and lifestyle brands share their design aesthetics and vision with the hospitality industry

Check-in: 5:30pm to 6:00pm:

Program: 6:00pm to 7:00pm

Panelists:

Livio Ballabio, Jumbo Group

Gwen Carlton, Laliq

Freddie Leiba, Stylist and Creative Director

Jumbo Group Showroom
D&D Building, 979 3rd Ave, #301
New York, NY 10022

June 12

Retail Symposium: Meet the Radicals

Finalists for The Robin Report Radical Awards will discuss how they introduced new thinking to their organizations

Moderator:

Paul Charron, former CEO, Liz Claiborne

Check-in: 8:00am to 8:30am

Program: 8:30am to 10:00am

Roosevelt Hotel, Terrace Room,
45 E 45th St, New York, NY 10017

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



Career Coach

Career coach **Jim Arnoff** recently visited the FGI headquarters in New York City for an evening of coaching targeted to freelancers. Arnoff has a background in entertainment, with more than seven years experience as an in-house lawyer and agent at William Morris. He then branched out to start his own television packaging agency, which he still runs, in addition to working as a life/career/business coach. He is a certified life coach and has taught classes and workshops for a wide range of institutions and organizations including FIT, the United Nations, West Point and the School of Visual Arts.

After a brief introduction about his experience and background, Arnoff turned the tables and had everyone in the audience pitch themselves or their business to the group. He turned the evening into an interactive coaching session, which helped the attendees learn how to improve their own personal pitches, while also showcasing his expertise with helpful tips and insights.

Here are ten tips Arnoff shared for pitching yourself or your business:

1. Be specific and drop names. Don't be afraid to brag about your accomplishments.
2. Use positive, proactive language that demonstrates you are powerful, confident and committed. The present tense is always the strongest.
3. Replace the word "but" with "and," which is more positive.
4. Avoid uncertain phrases like "sort of" and "trying." Arnoff says it decreases the impact of what you're saying and shows a lack of commitment.
5. Regarding gaps in your professional experience, Arnoff said, "Everything in your life counts. Embrace everything you've done." He suggests sharing the reason for the gap, along with what you learned from the experience. For example, if you took time off to care for a child or a sick family member, share the experience in a way that "gives insight into you."
6. Find a vocabulary buddy to hold you accountable for your language and help you use confident, specific and positive language when pitching yourself.
7. Be aware of the tone and body language that you use when pitching yourself or your business. "The words you use completely reflect what's going on inside," said Arnoff.
8. Avoid comparing yourself to others. "Look in the mirror, that's your competition."
9. Stay away from phrases like "honestly" or "to tell the truth." It's expected and implied that you are telling the truth.
10. When job hunting, use empowering language. For example, "actively pursuing" is more powerful and positive than "looking for" or "transitioning."

— **Melissa Pastore**

Contributing Writer, melissa.pastore@gmail.com



FGI members from across the industry got exclusive insights (and breakfast!) on April 2 when **Lisa Marie Ringus**, executive vice president of 24/Seven and FGI board member, presented 24/Seven's 2019 Job Market Report at their Headquarters in New York.

In Memoriam: Billie Sutter

Billie Sutter

An account executive handling Lancôme Cosmetics at Needham, Harper & Steers Advertising, Inc. (known for many years, now, as DDB Worldwide), Billie Sutter joined Fashion Group more than four decades ago and became an invaluable member, having served on the Board of Directors and, for many years, on the membership committee.

Following a long and successful career in advertising and publishing, Billie founded and managed her own consulting firm, Luxe Alliances, building strategic business relationships and implementing marketing, promotion and special events to grow her clients' businesses in the luxury market community. Sought after as a marketing genius with outstanding strategic abilities, Billie was described by colleagues and peers as "a force," admired and respected by business associates, friends and fellow Fashion Group members. Billie Sutter, kind, thoughtful and ever cheerful, passed away in early 2019 and will be sorely missed by all who knew her.

— **Wendy D'Amico**

Creative Consultant, Wendy7d@aol.com

THE **fashion** GROUP INTERNATIONAL, INC

THE FUTURE OF RETAIL



From left: Karen Moon, Jade Huang, Pavan Bahl, Sarah Krasley

Fashion Group International is always on the lookout for ways to help members provide for the future of their companies. Since understanding new technological advances is key, a program on March 19th provided some of the tools needed to accomplish this goal. Titled “The Future of Retail,” new techniques were discussed by a panel of those working at the intersection of fashion, retail and technology.

Maryanne Grisz, managing director, operations and special events, welcomed all, noting with sadness that this was the first event held at headquarters since the death of FGI President **Margaret Hayes**.

New York Fashion Tech Lab was our evening’s partner. The Lab was founded in 2014 by the nonprofit venture capitalist **Springboard Enterprises**. The Lab connects women-led fashion-focused tech companies with fashion retailers and brands interested in using technology to advance the industry. Through a three-month course (March to June), six to ten companies are selected to receive mentorship and collaboration with an expert network consisting of both advisors and investors.

One of the Lab’s advisors, **Pavan Bahl**, acted as moderator for the event. Bahl is cofounder at large of MouthMedia, a full-service B2B podcast agency. Covering business strategy and innovation, it includes the world’s leading retail technology podcast, **Fashion Is Your Business**. Bahl started the program by introducing the panel, who are all graduates of the Lab’s program.

Jade Huang is the CEO and cofounder of StyleSage, a data analytics company that helps retailers and

brands navigate through critical business decisions. Its emphasis includes planning assortments, determining pricing, using promotion wisely and recognizing trends. Speed to market, gathering market intelligence and integrating product are also highlighted.

Sarah Krasley is founder and CEO of Shimmy Technologies, an early-stage company focused on equitable and efficient future work for the apparel industry. Her goal is to develop a pilot program that will teach Asian women the technology needed to assure their future employment when their manual skills are no longer needed.

Karen Moon is cofounder and CEO of Trendalytics, an analytic platform that decodes customer signals in order to anticipate their retail choices and reactions. She feels that understanding the consumer is primary, thus allowing companies to seize new opportunities and integrate important trends into their businesses.

Bahl mentioned that this type of technology is a relative new aspect of the industry. Huang’s company is five years old and Krasley’s company is relatively young at just two-and-a-half years old. Moon added that companies are realizing that shifts in the industry have created the necessity of partnering with tech companies to provide instant data.

Bahl asked each panelist how participating in the Fashion Lab program has helped their companies. They all mentioned that the program taught them the steps needed to raise venture capital. Companies realize the value of technological services, but there is difficulty in reaching the correct person who will champion the cost of hiring them. Changes in personnel at targeted companies

further hinder the acceptance of these new programs. The latter can only help if the client’s commitment is long term.

Huang mentioned that their type of technology works best when the client already has the machinery in place. Moon added that these programs must be in tune with the client’s initiatives. While clients recognize the shifts in the market, they don’t have the instant data that tech companies can provide to support it. Krasley said that this is where the mentorship provided by tech companies can be most effective.

Bahl asked the panel where they thought trend innovation was going in 2019. Huang’s vote was for sustainability. Krasley mentioned product recall and recycling. Moon stressed the importance of understanding how consumers are shopping on a day-to-day basis.

Questions from the audience involved learning more of the panelists’ backgrounds and how they first became involved with technology. Huang was originally a self-taught web designer. Krasley underlined the importance of finding a trustworthy partner. Moon emphasized learning from trusted advisors and locating key markets. All agreed that clients must learn to think like their consumers.

The evening ended with the audience agreeing that these “Tools of the Trade” are a necessary factor in preparing for the future and will be just one of the tools that must be a part of the DNA of tomorrow.

– **Carolyn Moss**
Contributing Writer