

## SEMINAR SERIES ORGANIZED BY LENZING FIBERS

Get direct access to seminars organized by Lenzing Fibers highlighting topics relevant to the global textile landscape, upcoming business trends, career development and more.

### ROOM 1E04 MONDAY JULY 23

#### 11:30 AM “VERTIGO” - AUTUMN/WINTER 2019 - 2020

**Louis Gerin, Texworld USA Art Directors - Texworld USA**  
Trend Inspiration Presentation for the upcoming Season by Texworld /Apparel Sourcing Art Director : Louis GERIN. This unmissable & ultra Popular (vernacular) of the show inspirational presentation Seminar will Introduce Creative minds to the Leading trend themes of the season; as well to the upcoming rising Aesthetics. Decrypted by Texworld Trend Team: Moods, Color Alliance, Color Palette, Texture & Specific Aspects of the season, will be decoding for the well-informed audience. Texworld Inspiration book is today one of the leading industry world reference for trend Forecasting. Texworld trend table Incept the fashion world with their advanced decryptions of our world. An Unmissable of the show.

#### 1:30 PM AUTUMN/WINTER 2019/20 COLOR TRENDS: EMBRACING THE CONNECTING CIRCLE OF COLOR

**Laurie Pressman, Vice President - Pantone Color Institute**  
From a new level of flat, painterly primaries to pastels that are more active than romantic, we embrace color that generates multi-dimensional visual perspectives. Reflecting the mood, for Autumn/Winter 19/20 we offer a variety of options for color mixing, a balance between different color personalities and a circle of color that connects us all.

#### 3:30 PM WHAT COLORS ARE NEXT? PANTONE 2019 COLOR TRENDS FOR HOME

**Laurie Pressman, Vice President - Pantone Color Institute**  
Amidst the infinite choices of the 21st century, it is essential to deliver the color choices consumers want. Focusing on the colors that are next: our 2019 trends for home focuses on the colors we will crave, the colors we will demand, the colors that will engage our imagination and appeal to our emotions, the colors that will capture the consumer's roving eye and convince them to make a purchase. Join us as we lay out your color road map to the future.

### TUESDAY JULY 24

#### 11:30 AM SHEETS, TOWELS, TARIFFS AND TRADE: WHAT IT ALL MEANS FOR THE GLOBAL HOME TEXTILES MARKET IN 2018... AND BEYOND.

**Warren Shouldberg, Business Journalist - Contributing Editor to The Robin Report, Forbes.com and Progressive Business Media Home Furnishings Publications**  
Changing international trade policies as well as a shifting in sourcing models for exporters and importers alike are disrupting the global home textiles market. This presentation will look at the impact on key sourcing countries like China, India and Pakistan as well as in Europe and how American retailers and wholesalers may change their strategies, including the possibility of the return of domestic manufacturing in the U.S.

#### 1:30 PM NEW CONSUMER ATTITUDES ABOUT FRESHNESS PROTECTION IN TEXTILES

**Karel Williams, Global Strategic Marketing Associate Director - Dow Microbial Control - BU of Dow Chemical Company**  
Dow recently completed a major new consumer study in the US, China, and Japan to evaluate consumer perceptions about freshness protection in home textiles. The study also looked at laundry habits and techniques and also explored the shopping habits with regard to freshness protection benefits in towels, bedding, and other home textiles products. This seminar is one of the first public presentations of these brand new findings from the Dow consumer study.

#### 3:30 PM THE KEY TO CONFIDENCE: DECONSUMPTION - DO CONSUMERS REALLY WANT TO BUY LESS?

**Trish Martin, Consultant - OEKO-TEX**  
Consumers are thinking more and more about the impact their apparel and home textile purchases have on the environment and factory workers. Deconsumption, or consciously buying less, is a practical strategy for reducing impact. But do people really want to buy fewer clothes and home textiles or do they really want to buy smarter? How can manufacturers best help their consumers feel good about the purchases they make?

### WEDNESDAY JULY 25

#### 11:30 AM HOW APPAREL CAN ADVANCE THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

**Moderator: Caterina A Conti, Ambassador - Textile Exchange**  
**Andreas Dörner, Commercial Director, Europe + Americas -Textiles Lenzing Fibers**  
**Joanne Beatty, Director - KPMG**  
Sustainable development is a driver of economic growth for the apparel and textile industries. This panel will present key insights from a new report released by KPMG and Textile Exchange on industry engagement with the Sustainable Development Goals, including the supporting business case and growth opportunities along with case studies from apparel, retail and textile brands. The benefits of how this framework has been used by brands as a common language to address supply chain risks will also be discussed.

### ROOM 1E03 MONDAY JULY 23

#### 11:00 AM FASHION 101: HOW TO START A FASHION LINE ( PART 1 )

**Mercedes Gonzalez, Founder and Director - Global Purchasing Companies**  
You'll want to attend this crash course on how business is really done. It's so insightful that we've broken it down into two seminars. Part 1 covers key points in finding your target market, managing risk, and costing. This practical and insightful crash course is geared toward anyone wanting to take their concept to the next level.

#### 1:00 PM CHOOSING PREFERRED FIBERS MAKES A DIFFERENCE

**Moderator: Celeste Lilore, Director of Industry Engagement - Textile Exchange**  
**Karla Magruder, Founder - Fabrikology International**  
**Malvina Hoxha, Manager, Business Development, Apparel/ Knits - Lenzing Fibers**  
**David Sasso, Vice President, Sales - Buhler Quality Yarns/ Samil Spinning**  
Fiber selection has profound effects on sustainability starting at the raw material stage and continuing throughout the entire supply chain. Join the conversation to learn about Preferred Fibers; What they are, why they are important and how their sustainability impacts. Preferred fiber experts on cotton, man-made cellulose and polyester will be on hand to outline the facts. Come prepared with your questions and willingness to participate.

#### 3:00 PM GLOBAL SOURCING - SUCCESSFULLY NAVIGATING SOURCING IN THE AMERICAS, BANGLADESH, INDIA AND KOREA

**Moderator: Edward Hertzman, Founder + CEO - Sourcing Journal**  
**Fatima Anwar, Founder + CEO - Sustainable + Ethical Apparel Sourcing**  
**Marci Zaroff, Founder + CEO - Metawear**  
**Diego Cuenca, Sales Representative - Mercardos Internacionales, S.A. de C.V.**  
What's your Global Sourcing Strategy? Learn how you can optimize your sourcing efforts in 2018. This session will tackle the challenges and opportunities in various countries. How sourcing hubs are responding to sustainability; changing their infrastructure, addressing ethical and sustainability standards.

### TUESDAY JULY 24

#### 11:00 AM FASHION 101: HOW TO START A FASHION LINE ( PART 2 )

**Mercedes Gonzalez, Founder and Director - Global Purchasing Companies**  
The second part of this crash course on how business is really done, cover key points in development, as well as, marketing and selling your brand. Catch these tips on taking your concept to the next level, or streamlining your current business.

#### 1:00 PM RIVERBLUE FILM SCREENING

**Tara St. James, "Production Coordinator + Research Fellow" - Pratt Institute - Brooklyn Fashion and Design Accelerator**  
**Alex Penades, Brand Director North America - Jeanologia**  
Can fashion save the planet? Through awareness, we evolve. Following international river conservationist, Mark Angelo, RIVERBLUE spans the globe to infiltrate one of the world's most polluted industries, fashion. Narrated by clean water supporter Jason Priestley, this groundbreaking documentary examines the destruction of our rivers, its effect on humanity, and the solutions that inspire hope for a sustainable future.

#### 3:00 PM MICROPLASTICS: THE HIDDEN PROBLEM WITH MICROFIBERS

**Moderator: Arthur Friedman, Senior Editor - Sourcing Journal**  
**Tricia Carey, Director Business Development Apparel, Denim - Lenzing Fibers**  
**Kristen Kern, Government Relations Representative - American Apparel & Footwear Association**  
This panel will examine the subject of microplastics, which has been linked to a number of plastic products. Recently, the subject of microfibers has come into the spotlight as research has shown discharge from washing synthetic fiber garments contributes to wastewater pollution. Legislation is pending in at least two states that would require companies to warn consumers that synthetic fiber garments shed microfibers when washed. The Hohenstein Institute has a study under way that applies technology and testing methods to microplastics in industrial laundry effluents.

### WEDNESDAY JULY 25

#### 11:00 AM MADE IN THE USA: PANEL DISCUSSION ON HOW TO PRODUCE A FASHION LINE IN AMERICA IN 2018 AND WHERE AMERICAN MANUFACTURING IS HEADED

**Moderator: Christine Daal, Fashion Business & Career Coach, Image Consultant + Stylist, Speaker - Fashion, Angel, Warrior**  
**Laura Dotolo, Managing Principal - Clutch Bags LLC / Clutch Made**  
**Anthony Lilore, Ambassador + Sustainability All-Star - RESTORE Clothing**  
**Eric Beroff, President - Spoiled Rotten USA, Inc.**  
Many designers (both startups and established) have no clue what to expect when trying to produce a line locally. In this session we'll cover the common misconceptions about 'Made in USA' including cost, capabilities, lead times, etc. You'll hear from some local manufacturers and industry experts as they discuss how to find the right American Manufacturer for your line, what questions to ask, how to work with them, etc. as well as what the future holds for American Manufacturing.

## TEXTILE TALKS

Meet on the show floor for short discussions on various topics from industry experts.

### HALL 1E MONDAY JULY 23

#### 10:00 AM TREND PRESENTATION: MINTMODA'S TREND TALES FW19

**Sharon Graubard, Founder & Creative Director - Mintmoda**  
Join StartUp FASHION for a discussion about what an email marketing plan looks like, how to determine what email content makes sense to send to your audience, and how to use your email marketing to create connection with your audience and convert to sales.

#### 11:00 AM HOW TO CREATE AN EMAIL MARKETING PLAN TO TURN SUBSCRIBERS INTO CUSTOMERS

**Nicole Giordano, Founder - StartUp FASHION**  
Join StartUp FASHION for a discussion about what an email marketing plan looks like, how to determine what email content makes sense to send to your audience, and how to use your email marketing to create connection with your audience and convert to sales.

#### 12:00 PM HOW TO CREATE A SUSTAINABLE SUPPLY CHAIN

**Tara St. James, Production Coordinator and Sustainability Research Fellow - Brooklyn Fashion + Design Accelerator**  
Learn how the Brooklyn Fashion + Design Accelerator helps emerging designers build sustainable companies and explore new research that is connecting sustainability and technology.

#### 3:30 PM FASHION LAW

**Shahrina Ankhi-Krol, Attorney**  
Join Shahrina Ankhi-Krol, an attorney with a niche practice in Fashion Law, as she presents important information on brand protection for textile companies and apparel brands through trademark, copyright, and contract laws.

### TUESDAY JULY 24

#### 12:30 PM CASE STUDY: HOW A LOCAL APPAREL MANUFACTURER USES PROPRIETARY TECHNOLOGY TO SHORTEN LEAD TIMES

**Suuchi Ramesh, CEO + Founder - Suuchi Inc.**  
Suuchi Ramesh, CEO and founder of Suuchi Inc., will give insight into why she formed her company and what makes her business platform different than other apparel factories. Her woman owned, mostly women operated company connects her clients to her "smart shop floor" using propriety technology called "Suuchi Grid" giving them real time access to the production process. She will also discuss Suuchi University, a model set up to give advanced training to the local community both before and on the job.

#### 2:00 PM MAKING SUSTAINABILITY EASY

**Marci Zaroff, Founder + CEO - Metawear**  
Learn about sustainable apparel manufacturing with Marci Zaroff. Marci built a network of US-based and international factories capable of producing garments and accessories for the eco-conscious designer. Marci will provide her insights and expertise in choosing the right manufacturing partners.

#### 3:30 PM TEXTILE AGROFORESTRY- FIBERS AND FABRICS THAT REGENERATE THE AMAZON RAINFOREST

**Beto Bina, Co-founder - FarFarm**  
Join Beto Bina, Co-Founder of FarFarm as he discusses Agroforestry and it's management system that mimics nature, designed to make species collaborate with each other. FarFarm is a start-up that is developing a textile agroforestry in the Brazilian Amazon, growing natural fibers as cotton, jute, rami, banana, and pineapple without the use of chemicals, while keeping a standing forest and a fair social development.

### WEDNESDAY JULY 25

#### 11:00 AM HOW TO INCREASE YOUR ONLINE SALES AND EXCEED YOUR D2C GOALS

**Nicole Giordano, Founder - StartUp FASHION**  
**Syama Meagher, Wholesale Expert - Scaling Retail**  
Join StartUp FASHION and Scaling Retail for a discussion about how to create a direct to consumer sales plan for your business and what you need to have in order to create a successful and profitable direct to consumer revenue model.

#### 12:00 PM MANAGING THE SUSTAINABILITY PROCESS WITHIN AN APPAREL BRAND

**Katina Boutis, Sustainability Manager - Loomstate**  
Sustainability manager, Katina Boutis from Loomstate will discuss how a sustainability manager in an apparel brand manages the supply chain and specifically how she interfaces with partners in design, production and other leaders in the company.

#### 2:00 PM CONSUMER ENGAGEMENT AND SHIFTING CONSUMER PREFERENCES

**Bruce Thomson, Co-founder & CEO - BrightLabel**  
What does the average consumer know about the apparel production process? And how does that knowledge factor into their purchasing decisions? Increasingly, brands are investing in sustainable sourcing, certified materials, and transparency; meanwhile, consumers, especially millennials, are demonstrating a greater desire to know more about how their clothes were made before they buy. Bruce Thomson, co-founder and CEO of BrightLabel, discusses shifting consumer preferences and the opportunities for brands.

## EDUCATION CONTINUES....

Attendees will have the opportunity get hands-on and learn how to make various embellishments with experts in a workshop setting as well as gain more insight on trends in the Home Textiles.

### ROOM 1E02 MONDAY JULY 23

#### 2:00 PM ELEVATE WITH EMBELLISHMENTS WORKSHOP

**Jana Platina Phipps, Embellishment Expert, Trim Queen**  
Make custom embellishments in this hands-on workshop with Jana Platina Phipps known as Trim Queen. Jana will share the origins of passementerie and it's recent revival as a modern embellishment trend in fashion and decor. You will learn to make tassels, pompoms and passementerie knots to add an impressive couture element to your designs.

#### 3:30 PM- 5:00 PM THE NEW HOME TEXTILES LANDSCAPE – WHAT'S NEEDED TO SURVIVE AND THRIVE TOMORROW

**Moderator: Jennifer Marks, Editor In Chief - Home + Textiles Today**  
**Joe Derochowski, Executive Director + Home Industry Analyst - The NPD Group**  
**Nancy Fire, Creative Director + Founder - Design Works International**  
**Tom Gladtko, Director of Textile Sales - Applied DNA Sciences**  
This Home + Textiles Today sponsored presentation and panel discussion will hit three hot-button topics of interest to importers, product developers, marketers, sourcers, and creatives. A panel of experts will present exclusive research about today's consumer shopping behaviors, trend forecasts that address changing consumers lifestyles, and insight from a retail disruptor about the new landscape.

### TUESDAY JULY 24

#### 12:00 PM TRANSLATING FASHION TRENDS TO DECOR WITH STAYING POWER

**Jana Platina Phipps, Embellishment Expert - Trim Queen**  
Most couture fashion trends would look absurd in home design. However, many of the innovative fabrications, textiles, embellishments and color palettes seen on the runway serve as great indicators and inspiration for what will trickle down to decor in surprising ways. Take a fast-paced visual tour with embellishment expert and design blogger Jana Platina Phipps known as Trim Queen, through what's "haute" and which trends can be integrated into the home market.

#### 2:00 PM FINANCING YOUR EMERGING FASHION BRAND: A LOOK AT NEW AND TRADITIONAL OPTIONS

**Nicole Giordano, Founder - StartUp FASHION**  
**Shannon Lohr, Crowdfunding Expert - Factory 45**  
**Syama Meagher, Wholesale Expert - Scaling Retail**  
**Juliet Obado, Founder + CEO - FWARD Startup Solutions**  
Join StartUp FASHION and industry experts for a panel that will tackle the question, "How do I raise money to finance my fashion business?" We'll talk new methods, traditional methods, and get specific about the work and requirements necessary for successful each to be.

### ON THE FLOOR WITH CRAFTJAM I BOOTH K44 MONDAY JULY 23

**11:00 AM-1:00 PM  
LEARN HOW TO MAKE EMBROIDERY WALL ART**  
Don't be spooked by stitching and join our Embroidery CraftJam. Learn the basic embroidery stitches and make some awesome wall art. In CraftJam's beginner-friendly class they will give you a rundown on the basics of this classic craft.

### TUESDAY JULY 24

**2:30 PM - 4:30 PM  
MAKE + TAKE I EMBROIDERY PATCHES**  
Go ahead and wear your heart on your sleeve with CraftJam. Embroidered patches are the most fun way to add extra flair to your daily style, like on your denim jacket or tote bag. CraftJam's beginner-friendly class will give you a rundown on the basics of this classic craft. Join them at Booth K44!

### WEDNESDAY JULY 25

**1:00 PM - 4:00 PM  
MAKE + TAKE I EMBROIDERY PATCHES**  
Go ahead and wear your heart on your sleeve with CraftJam. Embroidered patches are the most fun way to add extra flair to your daily style, like on your denim jacket or tote bag. CraftJam's beginner-friendly class will give you a rundown on the basics of this classic craft. Join them at Booth K44!

## EXPLORE THE FLOOR

Introducing for Summer 2018, our new and expanded Explore the Floor series. Join industry experts on exclusive, guided tours where attendees will have the opportunity to meet new exhibitors and learn about different companies and what they offer – all on the show floor.

### TUESDAY JULY 24

#### TEXTILE TALKS I HALL E

**10:30 AM  
INTRODUCTION TO TEXWORLD USA + APPAREL SOURCING USA**  
Join Texworld USA Expert, Eileen Small for a guided tour of how attendees can "dig deeper" at Texworld USA & Apparel Sourcing USA.

#### APPAREL CAFE I HALL 1B

**2:00 PM  
ETHICAL APPAREL SOURCING**  
Join Jessica Kelly, Founder of Thr3fold for a guided tour of garment manufacturers who are committed to ethical sourcing.

#### SPOTLIGHT: FINDINGS, TRIMS + ACCESSORIES I HALL 1D

**3:00 PM  
HIDDEN GEMS OF TEXWORLD USA + APPAREL SOURCING USA**  
Join embellishment expert, Jana Platina Phipps of Trim Queen for a guided tour on the hidden gems of Texworld USA and Apparel Sourcing USA.

### WEDNESDAY JULY 25

#### TEXWORLD SHOWCASE I HALL 1B

**11:00 AM  
“VERTIGO” - AUTUMN/WINTER 2019-2020 TREND TOUR**  
Join Texworld USA Art Directors, Louis Gerin + Gregory Lamaud for a guided tour on trends for the upcoming season.

REGISTER NOW



Innovative by nature