

**Tuesday**

**July 12**

11:00 AM - 12:00 PM

**“POLARITY”  
A/W 2017 TRENDS**

Louis Gerin & Gregory Lamaud  
Texworld Art Directors

An overview of the actual trend inspirations throughout art, architecture, design, research and new technologies with a keen focus on color palettes and alliances.

1:00 PM - 2:00 PM

**HOME: AT A CROSSROADS  
FOR COLOR + DESIGN FOR  
THE HOME IN 2017**

Laurie Pressman, Pantone

With the consumer’s constant desire to see something new continuing to influence color and design trends, the question becomes what path will best drive success and consumer/client satisfaction? As color choices are so closely tied to personal expression, the answer is in developing the ability to better assess and gauge client aspirations and lifestyle needs so that you can encourage the use of invigorated color/design palettes that will persuade, engage, enlist, and enable new directions.

2:30 PM - 3:30 PM

**APPAREL: UNFOLDING A  
COLORFUL DISGUISE FOR  
A/W 17/18**

Laurie Pressman, Pantone

Color is at the heart of all we do. Fulfilling our intrinsic desire for change, we apply color to our walls, the cars we drive, the face we see in the mirror each day and of course the clothes we wear. With its ability to transform our appearance and our perceptions in any given moment, color is both the ultimate form of creative expression and the definitive disguise.

**SPECIAL THANKS TO  
LENZING FIBERS  
FOR THE ORGANIZATION OF THE  
JULY 2016  
SEMINAR PROGRAM**

**Wednesday**

**July 13**

11:00 - 12:00 PM

**F.I.T. A CREATIVE  
EDUCATION FOR THE  
REAL WORLD**

Shannon Maher- F.I.T.  
Chris Helm- F.I.T.  
Megan Scuderi, Sarah Strong, Molly Sisbly,  
Megan Dobesh- Graduates, F.I.T.

Celebrating its 20th year, FIT’s Home Products program brings the next generation of young professionals to the home industry. Join us for two presentations as recent graduates walk us through macro trends and niche markets that are influencing the development and marketing of home products.

1:00 PM - 2:00 PM

**MADE IN NYC**

Arthur Friedman, WWD  
Mimi Prober, Mimi Prober  
Tina Schenk, Werkstatt  
Carolee Fink-, NYCEDC

There couldn’t be a resurgence in Made in America without including New York. This seminar will discuss what is being accomplished by organizations and companies that are part of the Made in NYC revival, including the Council of Fashion Designers of America, Manufacture New York and Werkstatt.

2:30 PM - 3:30 PM

**NEW TECHNOLOGY  
IN FIBERS**

Tricia Carey, Lenzing Fibers  
David Sasso, Buhler Quality Yarns Corp.  
Jean Hegedus, Invista  
Sharon Perez, Texworld USA (moderator)

What’s new in fiber and technology that can help you stand out? Come hear how to make your product stand out from the fiber up.

4:00 PM - 5:00 PM

**SEPARATING FACT FROM  
FICTION: THE CURRENT  
REALITY OF RECYCLED  
POLYESTERS**

Jeff Wilson, Textile Exchange  
Chad Bolick, Unifi Manufacturing, Inc.

Polyester is fast becoming the dominant fiber in our industry. Explore with us some of the more technical and detailed attributes of both mechanically and chemically recycled polyester, why they have significant environmental benefits compared to virgin polyester, what technical advancements have been made to essentially make them straight plug-ins for virgin performance wise, and of course, the challenges and opportunities for greater adoption.

**Thursday**

**July 14**

11:00 AM - 12:15 PM

**SOURCING AND TRADE IN  
TODAY’S LANDSCAPE**

Robert Bergmann, Responsibility in Fashion  
Dana Davis, Mara Hoffman  
Lori Wyman, GOTS  
Eileen Small

Sourcing can be a huge challenge. Come hear from our panel about how to navigate sourcing from regional advantages to sourcing guides.

1:00 PM - 2:15 PM

**THE ERA OF TRANSPARENCY**

Jennifer Marks, Home & Textiles Today

With a couple of key retailers leading the way, supply chain standards that attest to product purity, fair labor and environmental responsibility are poised to become consumer facing. This session will examine what’s driving the shift, who’s on the leading edge and why it’s taken so long to get there.

3:00 PM - 4:15 PM

**FASHION LAW: SOCIAL  
MEDIA MARKETING 101**

Katharyn Bond, Fashion Law Studio

Join Katharyn Bond, fashion attorney and founder of the Fashion Law Studio, for Social Media Marketing 101 to learn the basics and learn simple best practices that will make sure the marketing of your new fashion business complies with federal and state laws and regulations.

**Please note:**

\*Seminar entry is complimentary for all attendees Entrance to the seminars will be available on a first come, first serve basis. Doors will open 30 minutes prior to seminar start time.