

dg expo SEMINAR SCHEDULE

Miami

Monday, March 26th, 2018

Seminar 1 2:00PM – 3:00PM Monday / Sharon Ali, Scarlet Letter Productions

Textiles 101: What You Need to Know

If you don't have a textile background, this one hour class will give you the basics you need to know before you shop for fabric! Sharon will talk about the different kinds of knits and wovens, as well as various types of fibers that compose fabrics.

Seminar Fee \$18

Seminar 2 3:30PM – 6:30PM Monday /Frances Harder, Fashion for Profit

Starting Your Fashion Business Bootcamp

Topics covered during this 3 hour workshop will include information on how to turn your creative ideas into a viable fashion business, what licenses you will need, to include the legal steps you need to take to protect your brand, selecting the right business model for your financial situation, the most cost effective way to get your samples made, what you need to know before talking to manufacturers, costing your product correctly to ensure healthy margins for growth, How to create cash flow to determine cash flow and establish a budget to cover production and operations, tips and questions to ask when interviewing showrooms and sales reps, how to position your product to get sales reps and showrooms interested to rep your line and sell through strategies which will cover appealing to buyers. Bootcamp Fee \$68

Tuesday, March 27th, 2018

Seminar 3 9:00AM – 10:00AM Tuesday/ Jennifer Olivo, Jennifer Loel Designs

Swimwear / Activewear Design and Manufacturing Insights

Step into the world of manufacturing swim and athletic wear with manufacturer, Jennifer. She will provide a unique perspective from an industry viewpoint. Covering everything from pattern design and how to save money, recommended fabric sourcing, grading/sizing specific to swim and athletic wear, cutting, and of course, manufacturing-recommended techniques, types of machines, and materials specific to this type of clothing. Jennifer will share her tips of success as an industry professional, pattern maker, and manufacturer. Seminar Fee \$18

Seminar 4 11:30AM – 12:30PM Tuesday/ Frances Harder, Fashion for Profit

Costing for Profit

It goes without saying that the simplest garments cost less to make. As styling details are added the cost of the finished garment will increase. Determining all the costs and important components that make up a cost sheet will be key to your company's success. One missing item or miscalculation from the cost sheet could lead a major

profit loss. Understanding the importance of costing your product will be the determining factor in the profitability of your company's growth and survival. Seminar Fee \$18

Seminar 5 1:30PM – 2:30PM Tuesday / Sharon Ali, Scarlet Letter Productions

Fashion Cross Trainer

A QUICK START guide for entrepreneurs and business professionals who are new to fashion. Everyone has professional experience, and how you translate that into your fashion business is what differentiates your product and drives growth. Put your business and leadership expertise to work. Ask the right questions and hire the right talent! Seminar Fee \$18

Seminar 6 3:30PM – 4:30PM Tuesday/ Anna Livermore/ V.Mora

Working with Your Manufacturer

Manufacturers can be difficult to work with, not returning calls or dropping projects mid production. Through years of experience, Anna has compiled a list of insider tips and tricks to successfully work with a manufacturer. Seminar Fee \$18

FREE Seminar 6:00PM – 7:00PM Tuesday/ Panel Discussion / Kristopher Robin, Stitch Texas, Anna Livermore, V. Mora, Jennifer Olivo, Jennifer Loel Designs

Product Development Insights

Gain insights from industry experts on the product development process when creating a new line. Learn how to avoid costly mistakes.

Wednesday, March 28th, 2018

Seminar 7 8:30AM – 9:30AM Wednesday / Frances Harder, Fashion for Profit

2Elements of a Tech Pack

This seminar will discuss the details that should go into a tech pack for creating a fashion product. The tech pack is the blue print to your product. You can't make a garment successfully without a proper tech pack. A good tech pack will save you a lot of time and money fixing mistakes and redoing samples. Seminar Fee \$18

Seminar 8 11:00AM – 12:00PM Wednesday/ Jennifer Olivo, Jennifer Loel Designs

Trend Forecasting Spring/Summer 2019

Jennifer will share the influences for the season, including key themes referencing art, culture, and the marketplace. Jennifer will review key colors and moods for the upcoming seasons, plus some key silhouettes with a focus on swim and active wear. This will be followed by tips on how to research and do your own forecasting and how to apply these trends in your design, without losing sight of your brand. Seminar Fee \$18

Seminar 9 12:30PM – 1:30PM Wednesday / Anna Livermore, V. Mora

Top 10 Common Mistakes Designers Make

Mistakes are common with new designers. In this seminar, Anna provides solutions to avoid them and see them before they hit, saving valuable time and money.

Seminar Fee \$18

Seminar 10 2:00PM – 3:00PM Wednesday / Jennifer Olivo, Jennifer Loel Designs
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