

# dg expo SEMINAR SCHEDULE

San Francisco

## Saturday, November 18, 2017

**Seminar 0** 10:00AM – 10:45AM Saturday/ Rachel Fishbein

### **Fashion Law: Protecting and Licensing Your Designs**

This session will discuss how sewn goods and jewelry designers can protect and license their designs. Rachel Fischbein, founder of Law On The Runway, will lead the presentation, giving an overview of intellectual property rights relating to the fashion industry and creative ways to protect and license your designs! Free

**Seminar 1** 11:00AM – 11:45AM Saturday/ Katharyn Bond

### **The Dos and Don'ts of Social Media**

Social media is a great way to gain exposure for your fashion business. Instagram, Facebook, Twitter and Pinterest can be very useful tools to help you build your brand and increase your sales. But do you know the legal etiquette for posting? Fashion Law Studio's Katharyn Bond will discuss best practices for: using celebrity photos, using other people's trademarks in your post, protecting your own trademark online, hash tagging. Seminar Fee \$15

**Seminar 2** 12:00PM – 12:45PM Saturday/ Jennifer Olivo, Jennifer Loel Designs

### **Active/Swimwear Design & 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 \$15.

**Seminar 3** 1:00PM – 1:45PM Saturday / 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 \$15

**Seminar 4** 2:00PM – 2:45PM Saturday/ Lana Hogue

### **Working with Local Sewing Factories**

Made in the USA is desirable – but also expensive. Learn the advantages and challenges of working with sewing factories and service providers in the SF Bay Area.

Take advantage of the unique differences that make Northern California the best place to start a new apparel business. Understand how your business practices can promote ethical manufacturing while earning a profit. Seminar Fee \$15

**Seminar 5** 3:00PM – 6:00PM Saturday / Frances Harder & Lana Hogue

### **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 & preliminary outreach to keep the orders coming in. This seminar will cover the ins and outs of the California Garment Registration and License process. Workshop Fee \$65

## **Sunday, November 19th, 2017**

**Seminar 6** 9:00AM - 9:45AM Sunday / Sarah Mosley

### **Textiles 101: What You Need to Know**

If you don't have a textile background this class will give you the basics you need to know before you shop for fabric! Sarah talks about the different kinds of knits and wovens, and non-wovens, as well as the various types of fibers that compose fabrics. Seminar Fee \$15

**Seminar 7** 10:00AM – 11:00AM Sunday / Jane Hamill, Fashion Brain Academy

### **Start Marketing Early: How to Gather Customers BEFORE Your Product is Launched**

What if you had customers from DAY ONE of your product launch? It's possible to attract a following of people already excited to make a purchase as your inventory arrives. In this seminar, you will learn how to manage product development with customer development at the same time, how to attract the “right” people – those who like what you have and can afford to pay for it, why most startup entrepreneurs will ignore this advice and what you can do to stand out, and the three ways to know if your product will sell. Seminar Fee \$15

**Seminar 8** 12:00AM – 1:00PM Sunday / Moderator: Frances Harder / Panel: Ivy Moya – other additional panelist tbd

### **All About Prints**

In this seminar you will learn creating original art for printing, copy rights, buying designs, And about the printing processes, what's available, types of printing and options for small lot productions as well as large runs. Seminar Fee \$15.

**Seminar 9** 2:00PM -3:00PM Sunday / Frances Harder, FBI, 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 \$15

**Seminar 10** 3:30PM – 4:30PM Sunday / Karen Kline

### **Wholesale Marketing**

This seminar will discuss how to find a wholesale sales rep., their duties, what happens in a garment showroom and what happens at trade shows. What does a sales rep need from you to get orders? How do stores place orders and how are orders are fulfilled? Seminar Fee \$15.

**Seminar 11** 6:30PM – 7:30PM Sunday / Panel: Anna Livermore, V.Mora; Jennifer Olivo, Jennifer Loel Designs; Cynthia Carley, Apparel Wiz

### **Product Development Insights**

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

## **Monday, November 20<sup>th</sup>, 2017**

**Seminar 12** 8:00AM – 9:00AM Monday / Ivy Moya, Susan Power

### **Sourcing 101**

This seminar will address the following questions: What is sourcing? Why do you need to know about textiles before you begin to source? What questions should you ask fabric vendors? What are color cards, samples cuts, swatches, ROT, bolts, flat folds, quotes, minimums and lead time? Are is the difference between a converter, mill and distributor? Why do you need a PO when you buy fabric? What do you do when a fabric order is late? What is a cancel date? Seminar Fee \$15

**Seminar 13** 10:00AM – 11:00AM Monday / Jane Hamill, Fashion Brain Academy:

**The 10 Minute Per Day Instagram Strategy That Results in Sales**

You want people to know about your product and Instagram is a terrific tool for exposure. The problem is that most entrepreneurs are using it all wrong. You can't just post pictures of your products and expect sales. In this seminar, you will discover the simple strategy to make Instagram turn into actual sales WITHOUT spending all day on social media, feeling sales-y, or desperate. If you want to sell more with less hassle, this is for you. Seminar Fee \$15

**Seminar 14** 12:00PM – 1:00PM Monday / Katharyn Bond

**Top 5 Trademark Myths**

Trademark registration is an important first step in building a brand's cachet. Yet, many fashion designers have an inaccurate understanding of the trademark process, which can result in expensive and harmful mistakes. Kathryn will discuss the top 5 trademark myths so you can understand the process and protect your brand properly. Seminar Fee \$15

**Seminar 15** 2:00PM – 3:00PM Monday / Jennifer Olivo, Jennifer Loel Designs

**Active/Swimwear Design & 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 \$15.

**Seminar 16** 5:00PM – 6:00PM Monday /Moderated by: Lauri Levenfeld, The Project for Women. Panelists: Vishal Kalia, Rogueline; Nicole Ruccolo, Blue Fox Partners; Juliet Belkin, Jolie Gazette

**Ecommerce and Social Media**

This seminar will discuss the following: how to sell online? what is SEO? What is targeted advertising and how does it work? How are advertising rates calculated? Which social media platform is best for you and why? What type of imagery should you use? What sort of content is best for your target audience and why? Seminar Fee FREE.