

## July 2011 Seminar Schedule

### Tuesday, July 19, 2011

#### 10:00 AM

##### **F/W 12 Megatrends + Materials**

*Andrea Praet, Senior Trend Director, Stylesight*

*Sophie-Lucie Dewulf, Materials Editor, Stylesight*

Stylesight presents the overarching influences that set the stage for the F/W 12 season and inspire the concept phase of design with a textile focus. This presentation reveals the key themes, colors, fibers, weaves, hand, patterns and design directives for the season.

OFFICIAL TREND PARTNER  
**STYLE SIGHT**

#### 11:00 AM

##### **Fiber Innovation: At the Beginning – Raw Materials\***

*Moderator: Karla Magruder, President, Fabrikology*

*Panelists: Alexandra Steger, Project Manager Apparel - Global Textile Marketing, Lenzing*

*Terry Turner, Product Development Director, Unifi*

*Steven Usdan, Founder, MDC Group*

At the beginning of the textile supply chain is raw materials. However, typically when we want to develop innovative textiles we start with fibers. Come to this seminar to learn where fibers start. Find out how raw materials are affecting not only innovation but every other step within the textile supply chain. The current market is being driven by what is happening at this stage of the supply chain. Stay current and learn about innovation from the very beginning, Raw Materials.



#### 12:00 PM

##### **Interiors Trends 2012**

*Renee Labbe, Senior Vice President Global Trends, Stylesight*

Stylesight presents the design directives that will influence the interiors market for 2012. With a primary focus on soft goods trends as well as print & pattern, this seminar outlines the essential colors, moods, materials, items and shapes that will impact design.

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**STYLE SIGHT**

**1:00 PM****The Cellulosic Gap\****Franz Martin Haemmerle, Independent Textile Consultant*

With the 2030 world population estimated to grow by 20%, how will we use our natural resources to meet the needs of the planet? The burden on arable land and water will be greatly influenced. The demand for all textile fibers will increase and approximately one-third of textile fibers will need to be cellulosic fibers. What is the future of fibers and what direction do you need to start moving in?

**2:30 PM****Retail Challenges for the Home Textiles Industry\****Jennifer Marks, Editor of Home Textiles Today*

Many of the hot-button issues the industry is currently grappling with will still be impacting business through 2012, higher raw material costs, higher labor costs, the reconfiguring of product by suppliers and retailers to deal with current market conditions and sourcing constraints, including consumer behavior.

HomeTextiles<sup>Today</sup>**3:00 PM****Materials Innovations***Sophie-Lucie Dewulf, Materials Editor, Stylesight*

In this session, Stylesight provides an in-depth look at the latest fiber trends and groundbreaking textile technologies gaining momentum in the global fashion industry.

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STYLE SIGHT**4:00 PM****HOW TO SOURCE DUTY-FREE TEXTILES FROM EGYPT\****Dr. Ashraf El Rabiey - Consul, Head of the Trade Office of Egypt in New York*

Learn about the Egyptian economy and the current political situation. Get insights on how to promote business among US and Egyptian partners and an update on the Home Textile and Garment industry in the country. Find out also how your company can source duty free textiles from Egypt. The qualified industrial zones protocol among US-Egypt and Israel as well as the agreements linking Egypt with other trade partners will also be discussed.

**Wednesday, July 20, 2011**

**10:00 AM- 12:00 PM**

**Runway Wrap Men + Women: F/W 11 Runways edited for F/W 12**

*Sharon Graubard, Senior Vice President Trend Analysis, Stylesight*

See and hear a concisely edited overview of key trends, items, fabrics, colors and prints emerging on F/W 11 runways, with an eye toward F/W 12.

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STYLE SIGHT

**11:00 AM**

**Sourcing Home Textiles from Pakistan – Challenges and Opportunities\***

*Imran Lateef, Founder and CEO of Texlynx - a global sourcing company*

Global sourcing dynamics are always changing, and companies are faced with the challenge of importing goods from the market overseas. Texlynx is one of the largest sourcing companies in Pakistan. Imran Lateef will discuss what a company needs to know about sourcing in Pakistan today and in the future. Pakistan's provider advantages, strengths and weaknesses. What to look for in a relationship from a mill and what you need to know about costs, product quality, freight, trade policy and customs, timelines.

**1:00 PM**

**Textile Sustainability: Impacts, Integrity & Innovations\***

*Anne Gillespie, Director of Industry Integrity, Textile Exchange*

Textile manufacturers, brands and retailers are transforming their businesses in the 21st century to build innovative, sustainable products to increase their competitive edge in the marketplace.

Textile Exchange Director of Industry Integrity, Anne Gillespie, will discuss the business opportunities in product integrity, natural resource use and efficiency, green innovations and value chain transparency. She'll provide specific examples of best textile sustainability practices from across the global textile industry.



**2:00 PM****F/W 12 Megatrends + Materials**

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STYLE SIGHT**3:00PM****Color Direction: Twists, Turns and Trends for home furnishings in 2012\***

*Laurie Pressman, Vice-President, Fashion, Home and Interiors, Pantone*

The road map to color for home furnishings in 2012 is filled with interesting new directions. Some paths lead to exhilarating tones and novel color combinations, while others display the more classic hues in a different kind of "mix". The continuing challenge and goal will be in keeping the consumer visually engaged by blending the playful with the practical. To reach that destination, color is the compass.

**3:00 PM****F/W 12 Children's Design Development**

*Jamie Thomas, Trend Director, Stylesight*

Stylesight presents an extensive and complete collection plan for Boys and Girls based on the season's four themes: Raw Energy, Sensing Matter, Wild Craft and Digital Dimension. Be inspired by the key influences, color palettes, styling, design details and prints & graphics.

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STYLE SIGHT**4:30pm****Refocus – Resetting the Color Spotlight for Autumn/Winter 2012/2013\***

*Laurie Pressman, Vice-President – Fashion, Home and Interiors, Pantone*

To refocus is to try something new or different. It may involve change and putting emphasis in a new direction or risk taking by not following the obvious path. Choose your viewpoint and change your perspective when you join us as we explore and refocus the road map to color for Autumn/Winter 2012/2013.

**Thursday, July 21, 2011**

**10:00AM**

**Innovations in Sourcing**

*Panelists: Frank Bober, CEO, Stylesight*

*Josh Green, Panjiva*

*David Miller, VP of Global Sourcing, Lord & Taylor*

*Steve Jesseph, CEO, WRAP Compliance*

Technology is changing the world of global trade. Take a look at how easy it has become to source everything from mesh to matelassé from qualified companies around the world.

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STYLE SIGHT

**11:00AM**

**F/W 12 Youth Culture**

*Andrea Praet, Senior Trend Director, Stylesight*

Stylesight presents an in-depth analysis of emerging youth culture trends in fashion - taking note of key directions from runway, streets, & tradeshow. This presentation focuses on essential colors, prints & graphics, details and silhouettes.

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**11:00 AM**

**Designing for Style and Impact\***

*Jamila Payne, President, National Association of Sustainable Fashion Designers*

This session caters to start-up designers who are interested in beginning an environmentally responsible fashion business. We will explore current opportunities, sustainable practices, and case studies of existing fashion businesses.

NATIONAL ASSOCIATION OF  
SUSTAINABLE  
FASHION  
DESIGNERS®

**1:00 PM**

**Starting a Fashion line on a Shoe String\***

*Mercedes Gonzalez, Director, Global Purchasing Companies*

Forget what you have been reading and the “good” advice you have been getting from your friends. There hasn’t been a better time in the past 20 years to start a new fashion line and you can do this on a shoe string budget. This workshop will give you the key points in outsourcing, financing and managing risk. And no, you don’t need a rich uncle or years of experience to get started.



Special thanks to Lenzing for the organization of seminars marked with \*.  
All other seminars presented by Stylesight, the official trend partner of Texworld USA, International Apparel Sourcing Show and Home Textiles Sourcing Expo.  
Seminar entry is complimentary for registered attendees.  
Times and dates subject to change. Schedule as of May 2011.  
Please note that one badge grants access to all shows. Please only register for one show.