

**Texworld USA  
January 2012 Seminar Schedule**

11/23/11 FINAL

**Monday, January 16th, 2012**

**11:00 AM**

**Dimensions in Denim - Fiber, Finish, and Fabric**

*Louis Gérin, 2G2L Fashion Design & Consulting*  
*Manon Clavel, USA Regional Manager, Jeanologia*  
*Ramón Ríos Quintana, Commercial Manager, Santanderina*  
*Jordi Ballus, Product Manager, Santanderina*  
*Moderator: Campbell Bland, Merchandising Manager, Lenzing*



The ever changing world of denim demands current technology and sustainability. The denim supply chain strives to meet the needs of retailers and brands. Learn about the latest innovations in denim from fiber to garment washes to fabric developments.

**12:30 PM**

**Unity – Color & Company for Spring/Summer 2013**

*Laurie Pressman, Vice-President - Fashion, Home + Interiors, Pantone – New York, NY, USA*



What is our statement for Spring/Summer 2013? Color needs company. With strong color statements continuing, color is spreading into new end uses and connecting to material, shape and form in a much more integral way. With color context becoming vitally important, join us as we examine how color will play with finish, fabric and form for Spring/Summer 2013.

**2:00 PM**

**Innovation Seminar - Innovation and Sustainability through Chemistry**

*Marina Cronja, Project Manager, Lenzing*  
*D. Craig White - Americas Head of Brand / Retail Marketing for Apparel in the Textile Effects Division, Huntsman International*  
*Scott Brix, Global Marketing Director / Industrial, Genencor*  
*Moderator: Karla Magruder, President, Fabrikology*



Sustainability is driving innovation. Nowhere is that more true than in chemistry. Today's chemical companies are leading the way to more sustainable processes which in turn create

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innovation. Learn about collaborations between chemical, fiber and textile companies that will propel growth, support environmentally friendly processes and provide novel solutions for leading edge products. Join us as we learn how to achieve sustainable products that take us into the future.

**4:00 pm**

### **Textile Insight Magazine Presents Made in America Stories**

*David Sasso, VP of Sales and Marketing, Buhler Quality Yarns Corp.*

*David Roshan, President, Laguna Fabrics*

*Brian Meck, VP of Sales and Marketing – FesslerUSA*

*Moderator: Emily Walzer, Editor, Textile Insight*



With today's volatile global conditions, brands and retailers are increasingly re-thinking costs related to offshore supply chains and seeking efficient alternatives close to home. For instance, how a local supply chain can enable quicker reaction to market trends, faster turns and top-notch customer service. The ability to tailor a product to fit the exact needs of the customer in a timely, cost-effective manner is a big part of the American advantage.

Decision-makers from domestic companies share their strategies for success and explain the benefits of keeping things local, especially in an unpredictable world-wide market.

### **Tuesday, January 17th, 2012**

**11:00 AM**

#### **“Acting”: Spring/Summer 2013 trends with an overview of the season & special focus on denim**

*2G2L Fashion Design & Consulting: Art Directors, Texworld Paris*



“The garment is a disguise that we wear on top of our personality.

PLAY, FIND, BE, ENHANCE, LIVE: ACT!

The garment is an extension of our personality; it is the reflection of our desire to be. It modulates our relationship with others by our appearance.

To be? Yes, but to appear in what form? That is the question.

Our desire of transparency towards others is not simple. The reflection of ourselves starts in the mirror and with the fatal question: WHO do we want to be?

In our contemporary and globalized society, reality often mixes with fiction in our life. Our virtual appearances serve our real personality.

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The course of Spring/Summer 2013 explores the desire to show beyond reality, the desire of play.

5 Acts of a play directed by us and for us, where we become our fictional character.”

**1:00 PM**

### **FUNCTIONAL AESTHETICS: Commercial Fashion with Technology**

*Dr. Sabine Seymour, CEO & Chief Creative Officer, Moondial*

MOONDIAL

Seymour presents visions in fashionable technology by discussing the importance of the synergies between fashion and technology. Explore state-of-the-art artistic and design examples with a focus on their aesthetic and functional aspects across various disciplines. Inspirations in art, design, or commercial products are visions in fashionable technology.

**2:30 PM**

### **Color Trends: The West Coast Perspective on Color and Lifestyle Trends**

*Fran Sude, President, Design Options – Los Angeles, CA, USA*

*Arnold Sude, COO, Design Options – Los Angeles, CA, USA*



Design Options presents, Spring 2013, the West Coast Perspective!

How to stay ahead of the curve in today's retail climate. A New Year, A New Opportunity.

Covering all areas of Apparel and Home products with the focus on SALES!

A free season of color will be given away to a lucky attendee.

**4:00 PM**

### **Sourcing: Emerging Trends for 2012 in Apparel and Fabric Sourcing**

*Munir Mashooqullah, Founder and President, Synergies Worldwide*



A thought leader in global sourcing for 25 years, Munir Mashooqullah is the founder and president of Synergies Worldwide, an apparel supply chain management firm with over 20 offices in more than 10 countries. He has collaborated with top market analysts, turnaround consulting and private equity firms in developing strategies and transforming operations for some of the best recognized retailers and fashion brands. Stay ahead of the market and learn about new locales that are “hot spots” for buyers looking for speed-to-market production. This seminar will also review the apparel sourcing industry forecast for 2012. What sourcing strategies retailers and brand importers should consider as they play to consumer behavioral trends?

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January 2012 Seminar Schedule (Cont.)**

**Wednesday, January 18th, 2012**

**11:00 AM**

**Top Ten Things You Need to Know To Thrive In Today's U.S. Apparel Retail Market**

*Judith Russell, Executive Editor, ApparelStrategist.com*

*Apparel* **Strategist.com**

Apparel Strategist.com is the premier online business journal of the US apparel and textile industry. It informs top decision-makers in the apparel wholesale and retail sectors, and related companies, who require timely, pertinent information to help run their business more effectively. Join this seminar for a discussion of the key factors - economic, consumer, cultural, technological, and others - that are having a major impact the US retail apparel industry, and what businesses can do to survive and even thrive in today's difficult, yet potentially profitable, marketplace.

**12:30 AM**

**Source4Style's Tips, Tricks and Trends in Sustainable Material Sourcing**

*Summer Rayne Oakes, co-founder of Source4Style.com*

**source4Style**

Learn about tricks of the trade and current trends in sustainable material sourcing. Explore what materials are available in the market. Discover what one needs to know when sourcing artisanal fabrics and tips for sourcing sustainably on a shoestring budget. Learn what products are available to emerging designers. Get a first peek at the future look into what's on the horizon for Source4Style.

**2:00 PM**

***Back by popular demand:***

**Starting a Fashion line on a Shoe String: Updated for 2012**

*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.

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*Special thanks to Lenzing for the organization of the January 2012 Seminar Program*

Please go to [www.TexworldUSA.com](http://www.TexworldUSA.com) for seminar updates.

**\*Seminar entry is complimentary for all Texworld USA January 2012 attendees\***

**Please note that the Texworld USA January 2012 Seminars will be available on a first come, first serve basis at the show. No registration required. Please make sure to arrive early if you would like a seat. Doors will open 30 minutes prior to seminar start time.**