

SUSTAINABLE FASHION BEAUTY & HEALTH CONFERENCE @ FIT UPDATE

CONFERENCE INFO EMAIL: Enterprise@fitnyc.edu

MAIN EVENT: July 11th

“CONNECTING THE DOTS”

**SUSTAINABILITY.... DESIGN INNOVATION...FASHION TRENDS...SOCIAL JUSTICE.....
BUSINESS ETHICS...BEAUTY...GREEN MARKETING...ENVIRONMENTAL RESPONSIBILITY.....**

Do these topics have an impact on your business and your future? Want to learn more?

We are bringing like-minded entrepreneurs, designers, industry experts, bloggers, manufacturers, farmers and consumers together to discuss positive changes in behavior reflecting fashion, beauty and healthy lifestyle choices.

Our “Mistress of Ceremonies”, **Lisa Hendrickson** will take us through the educational experience.

KEYNOTE SPEAKER: GIUSY BETTONI, CLASS Milan, Italy

“Welcome to the third dimension; Where Design & Innovation Meet Responsibility”



Joining us from Milan, Italy Giusy Bettoni has been working within the textiles industry for more than 30 years, starting with ‘hands-on’ experience within the raw material market development sector, working for major organizations such as The International Institute for Cotton, ICI, and subsequently DuPont. Bettoni then set up her own agency in 1993 to develop the synergies between market development and communication and soon became established across industry for helping forge collaborations from spinners to fashion and lifestyle brands, retailers, consumers and trade press. She has dedicated many years to promoting and communicating a clear message of responsible innovation throughout the textile, fashion, home and lifestyle categories, resulting in the launch of CLASS in 2007, an organization designed to fuse

commerce with responsible innovation – a new way to do business better, rewriting the rules on how we work, live and play.

PANEL DESCRIPTIONS:

PANEL #1 -SUSTAINABLE FASHION: Design, Innovation & Trends

Fashion & Textile Industry experts discuss how designers and manufacturers are addressing sustainable solutions to color, fabric and design for commercial fashion use.

We will start by showing a presentation of the color directions of the Fall 2014 season, a glimpse into the trend influences, and what motivates us creatively. The focus will be on the most important fashion messages to capture and how they can be achieved with innovative sustainable design processes with low impact or natural dyes, eco-friendly fibers and fabrics.

PANEL MEMBERS:

- **Fran Yoshioka**, Fashion Color & Trend Forecasting Consultant
- **Kathy Hattori**, Botanical Colors
- **Emily Spivack**, Writer, editor, artist, social entrepreneur

MODERATOR:

- **Holly Henderson**, Eco Fashion / Textile Designer & Adjunct Asst. Professor @ FIT

PANEL #2- ETHICAL FASHION & FAIR TRADE

Our panel of fashion industry professionals will discuss how and where Fashion and Ethics can coexist, why it doesn't need to be an either/or question. We'll discuss and debate design, sourcing, issues and concerns in manufacture of clothing which is both socially, health and environmentally conscious. Francisca will talk about her experience as a designer and business owner sharing the challenges of being sustainable and traceable.

PANEL MEMBERS:

- **Sophie Faris**, Community Developer at B-Lab
- **Ruth DeGolia**, Founder of Mercado Global
- **Francisca Pineda**, Designer & Creative Director, BHAVA
- **Tanya Menendez** and **Matthew Burnett** from Makers Row

MODERATOR:

- **Carmen Artigas**, Sustainable Fashion Designer, Consultant and Educator

PANEL #3- SUSTAINABLE BEAUTY: Are Your Beauty Products Hazardous To Your Health?

This panel will cover: Sustainable Beauty: Ingredients, Sourcing, Regulation, Labeling Claims and Health & Safety. We'll cover what sustainable beauty means, hot-button ingredients, what to look for/avoid and why, why sourcing is so important, how the industry is regulated and why we should care.

PANEL MEMBERS:

- **Karim Orange**, Makeup Artist and Green Beauty Activist
- **Indie Lee**, CEO and Founder of Indie Lee & Co.
- **Ginger Potter**, Special Education Specialist, Environmental Protection Agency

MODERATOR:

- **Rona Berg**, Author & Editor in Chief, Organic Spa Magazine

PANEL #4 -SUSTAINABLE BUSINESS: Marketing, Packaging And Claims In Fashion & Beauty

Do you find yourself drawn to products that claim to be sustainable or eco-friendly? Are you interested in labeling your own products with a "green" claim like this? Marketing claims are regulated by the government and cannot simply be used without a sound basis to back it up. Learn about business communication and everything from how the package gets constructed, what gets put on the package in terms of messaging and then how that's disseminated into the world through social media and beyond.

PANEL MEMBERS:

- **Deanna Clark**, Fashion Compliance and International Trade Specialist
- **Kristen Arnett**, Founder & Editor-in-Chief, The Green Beauty Team
- **Naomi Pearson**, Sustainable Graphic Design Consultant
- **Jasmin Malik Chua**, Managing Editor, Ecouterre

MODERATOR:

- **Jane Tabachnick**, Online Strategy, Marketing and Public Relations Expert

SPONSORS: & VENDORS

Include: Fashion Bid, Fair Trade Coalition, Shima Seiki, WIX Lounge, Botanical Colors, Organic Spa Magazine, Simply Natural Clothing, Simply Good For Business, About Sources and more!

FOR MORE INFO

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