The Fashion Law Project Spring 2016 Symposium

“Green is the New Black: Sustainability in Fashion”

SCHEDULE

8:30-9:00 am  Registration and Continental Breakfast

9:00-9:30 am  Opening Remarks
  • Ilse Metchek, President, California Fashion Association

9:30-11:00 am  Good Things Come In Green Packages: Sustainability In The Supply Chain
Step out of your Jimmy Choos — the fashion industry is resizing its carbon footprint! Innovative companies are redesigning the supply chain to incorporate new materials and designs that reduce waste and cost because it’s not only good for the planet, it’s good for business.
  Moderator: Staci Jennifer Riordan, Partner, Nixon Peabody & Executive Director, The Fashion Law Project, Loyola Law School, Los Angeles

11:00-11:15 am  Break

11:15 am-12:45 pm  Tough Love: Sustaining A Fashion Brand From Start-Up To Staple
No one knows tough love like the fashion industry. According to Bloomberg, eight out of ten businesses fail within the first eighteen months. In fashion, businesses must balance the forces of trends, competition, and monetization to launch, grow, and protect their brand. In the fast-paced market, how can a fashion brand keep up?

12:45-1:45 pm  Lunch
  Lunch Fireside Chat:

1:45-3:15 pm  Truth in Advertising: The Art Of Storytelling Within Federal Trade Commission Rules
Social media blurs the line between authenticity and advertising. The growing popularity of social media advertising has provoked scrutiny and changing consumer protection regulations. Fashion brands must become familiar with the law and the risks to navigate this landscape and convey compelling messages. From blog posts to online sweepstakes, legal efforts to improve transparency now have consumers wondering, how authentic is the #hashtag?
  Moderator: Deborah Greaves, Brutzkus Gubner LLP & Adjunct Professor Loyola Law School, Los Angeles

3:15-3:30 pm  Break

3:30-5:00 pm  Technology: The Disruption Of Fashion Or The Next Big Thing?
What is 3D printing and how will it impact the fashion industry? Are holograms a new model of celebrity endorsements? What other technologies are disrupting fashion? Critics argue that 3D is a new vehicle to infringe and counterfeit intellectual property. Supporters advocate it will revolutionize production and marketing in the fashion industry. 3D is here, it’s going to change the industry, how does the law keep up?

5:00 pm  Reception