

PRESS RELEASE

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LOYOLA'S FASHION LAW SYMPOSIUM TO FOCUS ON SUSTAINABILITY

LOS ANGELES – The **Fashion Law Project** at **Loyola Law School, Los Angeles** will host the symposium, **“Green is the New Black: Sustainability in Fashion,”** from 9 a.m.-5 p.m. Friday, April 15, 2016 on Loyola’s downtown LA campus. Top fashion lawyers, executives and consultants will use a series of panels to delve into a variety of emerging fashion-industry issues: using **eco-conscious materials** to cut costs, **nurturing a brand** beyond inception, **exploiting social media** without violating federal regulations and **streamlining production** with new technology.

The third-annual Fashion Law Symposium will feature four panels: **“Good Things Come In Green Packages: Sustainability in the Supply Chain,” “Tough Love: Sustaining a Fashion Brand From Start-Up To Staple,” “Truth in Advertising: The Art of Storytelling Within Federal Trade Commission Rules”** and **Technology: The Disruption of Fashion or The Next Big Thing?”**

One-on-one sessions with industry veterans will provide additional context. **Ilse Metchek, president of the California Fashion Association,** will open the symposium with a report on the state of the industry. **Chelsea Grayson '98, general counsel and executive vice president at American Apparel,** will participate in a lunchtime Q&A.

“Fashion is a brutal industry; most brands fail within their first two years. Our lineup is designed to help our audience – designers, entrepreneurs and anyone seeking to establish a brand – mine competitive advantages in how they manufacture and market their labels,” said **Staci Jennifer Riordan '04, executive director, The Fashion Law Project,** and partner, Nixon Peabody.

Confirmed speakers include Oliver Bajracharya, partner, Lewis Roca Rothgerber Christie LLP; Travis Heard, vice president, Finance & Strategy at Outerknown; Rick Horwitch, vice president, Bureau Veritas Consumer Products; Cheryl A. Solomon, former chief legal officer at Toms and former general counsel at Gucci; Alkistis Tsitouri, fashion photographer and blogger, Streetgeist. Moderators will include Deborah Greaves, Brutzkus Gubner LLP; Sheba Sheikh Hemmat, business and legal affairs manager, JustFab / ShoeDazzle; and Riordan.

The symposium will be held in the **Girardi Advocacy Center on Loyola’s campus at 919 Albany St., Los Angeles, CA 90015.** The presenting sponsor is Nixon Peabody. Co-sponsors include the California Fashion Association, the Fashion Group

International and 89.3 KPCC - Southern California Public Radio. Program details and registration information are available at www.lls.edu/fashionlawsymposium.

About The Fashion Law Project

The Fashion Law Project is a comprehensive academic center at Loyola Law School focused on the unique and all-encompassing legal issues affecting the fashion industry in the U.S. and abroad. Its multifaceted design provides programming for several audiences, including law students, design students, legal professionals and fashion industry professionals. Offerings include dedicated fashion law courses and a Sub-Concentration, annual symposia and the Fashion Law Intensive Summer Program, which will run from July 28-August 6, 2016. Learn more at www.lls.edu/thefashionlawproject.

About Loyola Law School, Los Angeles

Located on an award-winning Frank Gehry-designed campus in downtown Los Angeles, Loyola Law School is home to prominent faculty, dedicated students and cutting-edge programs. Loyola dedicates itself to preparing students for practice with rigorous coursework, an extensive portfolio of practical-training opportunities, a diverse and successful alumni network and a focus on social justice. Are you ready to make a difference? Learn more at www.lls.edu.

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Media contacts:

Journalists who wish to attend any part of the event may RSVP to:

Brian Costello
Loyola Law School, Los Angeles
Brian.Costello@lls.edu
Tel. 213-736-1444

Melissa Abraham
Loyola Law School, Los Angeles
melissa.Abraham@lls.edu
Tel. 213-736-1445