

# PRESS RELEASE



**For Immediate Release**  
**June 28, 2016**

## **LOYOLA LAW SCHOOL'S FASHION LAW SUMMER INTENSIVE TO FOCUS ON MAXIMIZING BRAND EXPOSURE WITH VIRAL MARKETING**

**LOS ANGELES** – The third-annual installment of the Fashion Law Summer Intensive at Loyola Law School, Los Angeles will focus on using viral marketing to grow a fashion brand. The program, part of Loyola's Fashion Law Project, will run from July 28-August 5, 2016 on Loyola's downtown LA campus.

The weeklong program – geared toward lawyers, designers, fashion entrepreneurs and executives – will begin with an overview of fashion law fundamentals. Classes in a second pod will focus on viral marketing: What it is, how you do it, and how you maximize your results. The program will conclude with a clinical component where students work through a hypothetical branding case study using their newly learned skills.

"Social media offers fashion houses the chance to connect with customers in new and innovative ways, but brands must still be wary of violating Federal Trade Commission and other rules in the process," said Staci Riordan '04, executive director of The Fashion Law Project and partner & leader, Fashion Practice, Nixon Peabody LLP. "This year's Fashion Law Summer Intensive will offer innovative ideas for ensuring your brand trends on all the right social media channels, has the highest engagement rates and ROI – all on a shoestring budget and within the law."

Classes will include: Advertising & Social Media Legal Considerations, Your Global Footprint, Creating Your Brand's Story: Strategy Considerations from DNA to Mission Statements, and Rights of Publicity, Licensing & Other Legal Considerations in Brand Development. Program activities will include field trips to LA fashion landmarks.

Faculty include Riordan and Adjunct Professor Deborah Greaves, partner, Brutzkus Gubner. Other lecturers include Ellie Altshuler, Nixon Peabody LLP; Oliver S. Bajracharya,

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Christie Parker Hale; Brian Brookey, Tucker Ellis LLP; Rick Horwitch, Bureau Veritas Consumer Products Services; Michael G. Lushing, Lushing Realty Advisors; Ilse Metchek, President, California Fashion Association; Jared Nixon, Shark Branding, Inc.; Julian Petty, Nixon Peabody LLP; and Aaron Renfro, Call & Jensen.

To accommodate working professionals, weekday classes will be held in the evening. Participants may enroll in the entire program or register for select portions to be streamed online. MCLE credit is available for eligible attorneys. Details, including a schedule, speaker roster and video testimonials, are available at [www.lls.edu/flsi](http://www.lls.edu/flsi).

### **About The Fashion Law Project**

The Fashion Law Project is a comprehensive academic center at Loyola Law School, Los Angeles focused on the unique and all-encompassing legal issues affecting the fashion industry worldwide. Its multifaceted design provides programming for several audiences, including lawyers, law students, designers, fashion industry professionals and more. Offerings include dedicated fashion law courses, a Sub-Concentration, the Fashion Law Clinic and annual symposia. Learn more at [www.lls.edu/thefashionlawproject](http://www.lls.edu/thefashionlawproject) or follow The Fashion Law Project on Twitter @LLS\_FashionLaw.

### **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. Learn more at [www.lls.edu](http://www.lls.edu).

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### **Media contacts:**

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

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