

For immediate release

July 15, 2014

Loyola Law's 2nd-Annual Fashion Law Summer Intensive to Focus on Brand Narrative

LOS ANGELES – The second-annual installment of Loyola Law School's [Fashion Law Summer Intensive](#) program will focus on constructing a brand narrative and all the legal elements necessary to carry that story forward. The program, part of [The Fashion Law Project](#), will run from July 23-31 on Loyola's downtown LA campus. The weeklong program – geared toward lawyers, designers, design students, fashion entrepreneurs and executives – will focus on the fundamentals of fashion law as well as the legal and business components of connecting beyond the commodity. Details, including full schedule, speaker roster and testimonial video, are available at www.lls.edu/flsi.

A limited number of fellowships are available for bloggers who wish to attend the entire program, and space is available for media interested in covering the program. Also, certain portions of the program will be viewable via remote streaming. Please email Brian.Costello@lls.edu for details.

“This year's Fashion Law Summer Intensive is going to provide the legal and business framework for students to create and maintain a compelling story arc for their brands – whether upstart or established,” said alumna Staci Jennifer Riordan, executive director of The Fashion Law Project and partner and chair of the Nixon Peabody Fashion Law Practice Group. “Our students will walk away with skills that allow them to stand out from their peers.”

Faculty will include Riordan; Adjunct Professor Deborah Greaves, former general counsel of True Religion Brand; other top practitioners; fashion industry professionals; and branding experts. The recently announced faculty roster includes other masters of the field: Ellie Altshuler, Nixon Peabody LLP; Oliver S. Bajracharya, 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.

The program will begin with an overview of fashion law so participants share a common knowledge and will then immerse students into the nuts and bolts of brand narrative and building. Notably, the program will include a clinical component where students work through a hypothetical branding case study. Classes include Intro to Storytelling, Advertising & Social Media Legal Considerations, Launching a Fashion Line & the Fashion Cycle. To accommodate working professionals, weekday classes will be held in the evening. Participants will be awarded a certificate of completion at a graduation ceremony at the conclusion of the program on Saturday, August 1. MCLE credit is available.

Program activities will include field trips to LA fashion landmarks. Participants will have ample opportunity to explore LA on their own. Learn more about the program and register at www.lls.edu/flsi. Members of the media who wish to attend should contact Brian Costello, assistant director of marketing & communications, at 213-736-1444 or brian.costello@lls.edu.

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 internationally. 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 and annual symposia. The Fashion Law Project hosted its first symposium, “One Channel Does Not Fit All: The Fashion Law Implications of Omnichannel Marketing,” on Saturday, March 22, 2014 at Loyola. The symposium examined the unique issues posed by emerging technology and trends in the fashion industry in the areas of privacy, advertising, social responsibility and more. Archived program segments and details are available at www.lls.edu/fashionlawsymposium. Learn more at www.lls.edu/thefashionlawproject or follow the 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. The Law School strives to instill in students the knowledge they need to excel on their chosen paths. It dedicates itself to preparing students for the rigors of practice with an extensive portfolio of practical-training opportunities, a 17,000-strong alumni network and a focus on social justice. Learn more at www.lls.edu.

###