Loyola Law School, Los Angeles  
8:30 a.m. - 5:30 p.m.  
Reception to Follow

Opening address:  
Ilse Metchek, President, California Fashion Association (CFA)

**Topic One**: Good Things Come In Green Packages: Sustainability In The Supply Chain

Step out of your pumps - 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.

Taryn Hipwell, CEO, EcoDivas LLC  
Tasha Lenise Lewis, Ph.D., Assistant Professor, Fashion Design Management Department of Fiber Science & Apparel Design, Cornell University  
Travis Heard, Vice President, Finance & Strategy, Outerknown

**Topic Two**: 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?
Bradley McGavin, General Counsel and Vice President of Legal Affairs, St. John Knits
Aaron L. Renfro, Shareholder, Call & Jensen
Cheryl A. Solomon, former Chief Legal Officer, Toms and former General Counsel, Gucci

Lunchtime Fireside Chat

Chelsea Grayson '98, General Counsel, Chief Administrative Officer and Executive Vice President, American Apparel
Moderator: Lauren Indvik, Chief Editor, Fashionista.com


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?

Alkistis Tsitouri, Fashion Photographer and Blogger, Streetgeist
Caroline Dillingham, Founder, Power On Digital
Alan L. Friel, Partner, Baker & Hostetler LLP

Topic Four:  3D 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? 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, and it's going to change the industry. How does the law keep up?

Oliver Bajracharya, Partner, Lewis Roca Rothgerber Christie LLP
Justin Wolske, Co-Founder, Grid 110
Christina Chang, Counsel, Business & Legal Affairs, CMG Worldwide

Moderators:
Brian K. Brookey, Partner, Tucker Ellis LLP
Deborah Greaves, Partner, Ezra Brutzkus Gubner LLP & Adjunct Professor, Loyola Law School, Los Angeles
Stephanie Mazepa, Vice President of Business & Legal Affairs, JustFab
Staci Riordan '04, Partner, Nixon Peabody & Executive Director, The Fashion Law Project, Loyola Law School, Los Angeles
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