

Texworld USA and Home Textiles Fabric Sourcing Expo July 2010 Seminar Schedule

Tuesday, July 13th, 2010

10:30 AM (“Texworld USA Series”)

Fabric Trends Fall/Winter 2011

Sophie-Lucie Dewulf, Materials Editor, Stylesight, Milan, Italy
Andrea Praet, Trend Director, Stylesight, New York, NY, USA



Stylesight is a leading worldwide trend forecasting & analysis service which provides the tools and inspiration for the creative and product development process. Join this seminar for an analysis of key fiber types and favorite fabric compositions for Fall / Winter 2011 apparel. The presentation will include information on synthesis surface effects, print and pattern wrap-up, as well as a closer zoom into washes, finishes and other fabric treatments.

11:00 AM (“Texworld USA Series”)



Sourcing Strategies: The Washington Update on Government Rules, Regulations, and Policy Change Under the Obama Administration

Mark Haney, President, MHaney Associates, LLC, Washington, D.C., USA

Understanding a confusing mess of trade laws and regulations and making them work for your bottom line/Plus: What’s next from Washington on trade? Understanding the rules governing U.S. imports of apparel can be a daunting task, but making those rules work for you can dramatically cut costs. Duty free imports don’t always have to be yarn-forward. On overview of the tricks of the trade for reducing duty costs. Congress and the Obama Administration may soon consider a host of actions on trade issues, from China’s currency to free trade agreements, a new Doha Round and an overhaul of preference programs. An insider’s view of what to expect from Washington.

1:00 PM (“Texworld USA Series”)

Fashion’s Future Now!

David Wolfe, Creative Director, The Doneger Group, New York, NY, USA



David Wolfe, Creative Director of The Doneger Group presents a forward look at fashion’s future. Color, Fabric and Design direction for the second decade of the 21st Century. How our dynamic world is changing and how those changes are affecting fashion. Immediate and long-range perspective from “America’s foremost fashion forecaster.”

Co-sponsored by Lenzing and Supima

Texworld USA and Home Textiles Fabric Sourcing Expo July 2010 Seminar Schedule (Cont.)

2:00 PM (“HTFSE Series”)

Eco Marketing Trends: Green Marketing Done Right

Jacquelyn Ottman, Founder, J. Ottman Consulting and Author, Green Marketing, New York, NY, USA



The greening of the marketplace brings with it unprecedented opportunity—and a fair share of risk. Join Jacquie Ottman, the nation's foremost expert on green marketing, as she answers marketers' burning questions about going green the right way. You'll get answers to the questions on every green marketer's mind, such as: How to integrate green with our brand positioning? What should we do if only some of our products are green? How can we avoid Greenwashing? Does our product need an eco-label? Listen in as Jacquie shares a sneak peek into the stories and strategies from her soon to be released new book, and feel free to ask the questions you need answers to in your own quest to win over the hearts of green consumers—without a trace of greenwash.

3:00 PM (“Texworld USA Series”)

Fiber Innovations

David Sasso, VP Marketing, Buhler Quality Yarns, Jefferson, GA, USA

Ria Stern, VP Global Marketing, Hyosung, New York, NY, USA

Edwin Nazario, Senior Vice President & Regional GM for AWI, LLC, USA

Dieter Eichinger, Director of Textiles Business Lenzing AG, Lenzing, Austria

Chris Moore, VP Marketing, Optimer, Wilmington, DE, USA

Moderator: Karla Magruder, President, Fabrikology, New York, NY, USA



What do Viloft, H550, Micro Tencel, DriRelease and Wool all have in common? They are the start of something good, innovation in textiles. This panel will show you a variety of fibers that are developing solutions and creating innovation for the textile supply chain. Come, listen and learn how incorporating these fibers in your products can create something new!

Wednesday, July 14th, 2010

10:30 AM (“HTFSE Series”)

Eco Trends: The Art & Science of Sourcing Sustainably

Summer Rayne Oakes, Co-founder/CEO, Source4Style, Sustainability Strategist/Spokesperson, Portico Home, New York, NY, USA

A birds eye view on defining sustainability; international industry metrics; latest technologies to help designers and retail sourcing specialists source more sustainably, and what suppliers should be prepared to answer. Talk includes a sneak peak into the private beta testing of website source4style.com and case studies from the frontline.

Texworld USA and Home Textiles Fabric Sourcing Expo July 2010 Seminar Schedule (Cont.)

11:00 AM ("Texworld USA Series")

Color Trends: Heritage-Reaching Into The Past And Continuing With The New
Carol Meek, President, Color Portfolio, Dallas, TX, USA



The key term for the Fall/Winter 2011/2012 season is Heritage. Going back to one's roots, and refreshing old ideas is what fall is all about. There is value in one's heritage, and in craftsmanship and quality. Quality of fabrics and finishes are key, adding value for the consumer. The presentation focuses on color and trends for Menswear and Women.

1:00 PM ("Texworld USA Series")

Substantiating Environmental Marketing Claims: Protecting yourself from Misleading Claims

Stowe Hartridge – Beam, Program Manager, Scientific Certification Systems, Emeryville, CA, USA



Green is in high demand right now. But you need to be careful about your green marketing or risk losing the trust of customers or being fined by the Federal Trade Commission. The FTC is now cracking down on inaccurate environmental claims, or "greenwashing." This session will teach you how to make verifiable environmental claims about your products and business while building trust with the growing number of green consumers.

1:30 PM ("HTFSE Series")

Home + Interiors 2011: PANTONEVIEW - Color Trends: The Catalysts That Create Change

Laurie Pressman - Vice-President Fashion, Home + Interiors, New York, NY, USA



There is no doubt that in today's complex and challenging marketplace, color has the unique ability to attract and engage the eye, elicit emotion, enhance the product or environment and ultimately tempt the client. Color is, in fact, the catalyst that can define the space and create the magic and the mood. Immerse yourself in the newest home furnishings color trends for 2011 and create the visual excitement you need to spark the sale.

3:00 PM ("Texworld USA Series")

Color Trends: Fall/Winter 2011/2012 - The "Wonder" of Color

Laurie Pressman, Vice-President Fashion, Home + Interiors, New York, NY, USA



The wonder of science and what it allows us to become; the wonder of fantasy and how it allows us to explore; the wonder of rediscovery and how it allows us to slow down; the wonder of color in everything we do. Engage in this new colorful world of wonder for Fall/Winter 2011/2012 and connect with what really inspires and excites you so you can recreate that same feeling on the selling floor.

4:00 PM ("HTFSE Series")

Color Trends: Design Options Presents - Home Color and Lifestyle Trends for Fall/Winter 2011/2012

Fran Sude, President, Design Options, Los Angeles, CA, USA
Arnold Sude, COO, Design Options, Los Angeles, CA, USA



The lines between Color and Trend direction in the Home and Apparel Markets have all but dissolved. Being on Target is more critical than ever. Thinking Out of the Box is your key to Success in this new economic climate. See the future before your competition does!
A FREE SEASON OF COLOR WILL BE GIVEN AWAY TO A LUCKY ATTENDEE.

**Texworld USA and
Home Textiles Fabric Sourcing Expo
July 2010 Seminar Schedule (Cont.)**

Thursday, July 15th, 2010

11:00 AM (“Texworld USA Series”)

Color Trends: The Left Coast Approach to Color and Lifestyle Trends for Fall/Winter 2011/2012

Fran Sude, President, Design Options, Los Angeles, CA, USA

Arnold Sude, COO, Design Options, Los Angeles, CA, USA



With a West Coast Flair, Design Options presents an overview of color and trends with the crossover of Junior, Contemporary, Young Men's, Boys, Girls and Home. Inspiration on new ways of creating. Think Out of the Box to Success! *A free season of color will be given away to a lucky attendee!*

1:00 PM (“Texworld USA Series”)

Sourcing Solutions: Finding What You Want, When You Need It!

Susan Power, Publisher, AboutSources, New York, NY, USA

AboutSources
b2b publisher & information provider

Designer lines, start up companies, and private label retailers all need to buy small quantities sometimes. This seminar is for anyone that wants information/tips on finding resources (mills, converters, & importers) who have flexible, low minimums, and/or stock fabric & trim. You will also receive information on finding knitters, cut & sew garment producers, and finishing specialists including printers in North America!

Special thanks to Lenzing for the organization of the July 2010 Seminar Program

Please go to www.TexworldUSA.com or www.HTFSE.com to register for one or more of the seminars

Seminar entry is complimentary for all Texworld USA July 2010 and Home Textiles Fabric Sourcing Expo attendees

Please note that one badge grants access to all shows. Only registration for one show is necessary.

Biographies – Texworld USA and Home Textiles Fabric Sourcing Expo

Sophie-Lucie Dewulf, Materials Editor, Stylesight – Milan, Italy



As Materials Editor for Stylesight, Sophie DeWulf leads all of the company's materials and textiles initiatives. Sophie reports on the latest retail and street textile trends, attends international materials trade fairs and interacts with textile manufacturers, designers and suppliers. She also reports on emerging trends in textiles including furs, fashion trims and embellishments. Prior to joining Stylesight, Sophie was the Editor-in-Chief of Zoom on Fashion Trends. Sophie has also consulted for Lineapelle, Mood Magazine and 21st Century Media.

Andrea Praet, Trend Director, Stylesight – New York, NY, USA



As one of Stylesight's Trend Director, Andrea Praet has her finger on the pulse of the latest happenings in the industry. She offers exclusive insight into the connection between all elements of trend; from developing consumer behaviors, design megatrends and forecasts, to runway looks and global street styles. Stylesight's team of Trend Directors translate the trends and apply them to Stylesight's modern technical tools and inspired content. Andrea has been in the fashion industry for over six years, having previously worked as a trend consultant with expertise in women's and men's fashion, health, beauty and lingerie. She has worked as an adjunct professor at the Laboratory Institute of Merchandising (LIM College) in New York, and is well known for her dynamic and insightful presentations. Prior to working in fashion, Andrea worked in product development for fragrance and beauty companies.

Mark Haney, President, Mhaney Associates, LLC – Washington, D.C., USA



Mark Haney is a business consultant with over 20 years of experience advising small, medium and Fortune 500 companies, foreign governments and trade associations on issues relating to international trade. Mr. Haney is an expert on U.S. trade law and regulations, the evaluation of economic and business trends and interpretation of that information for consumption by decision makers at all levels of businesses and government. Throughout his career he has focused on the textile, apparel and footwear industries. Prior to forming Mhaney Associates, Mr. Haney was President and CEO of IBERC, the apparel and textile industry's import management and consulting firm. He also worked for Fasturn, which provided cutting edge procurement technologies, content and services for reducing "trend to delivery" times for manufacturers of made-to-order goods. Mr. Haney has authored several studies relating to trade agreements and future trends in the apparel and footwear markets as well as general economic studies. He has spoken widely on trade issues, and lectured industry courses at the Fashion Institute of Technology (FIT) and the Philadelphia University.

Biographies – Texworld USA and Home Textiles Fabric Sourcing Expo (Cont.)

David Wolfe, Creative Director, The Doneger Group – New York, NY, USA



A high-profile personality, David Wolfe's wit and wisdom have earned him a stellar reputation over his forty-five years in the fashion industry. He is known as "America's Foremost Fashion Forecaster" and is the most quoted authority in the industry, his views and quips appearing in such diverse publications as *The Wall Street Journal*, *Women's Wear Daily*, *Vogue*, *Glamour* and *Forbes*. He has been on CNN, QVC, "Entertainment Tonight" and "The Today Show" as well as talk shows and news programming. A regular guest lecturer at the Fashion Institute of Technology, David has also spoken at the International Fashion Fabric Exhibition, the New York Premier Show, the Kids' International Fashion Fair, the National Retail Federation,

MAGIC and New York and regional chapters of Fashion Group International. David began his career in a small town department store where his responsibilities included that of fashion coordinator, buyer, copywriter, illustrator and advertising manager. In the 1960s he moved to London, where he quickly established himself as a leading fashion artist published in *Vogue*, *Women's Wear Daily*, and *The London Times*. In 1969 David joined the infant "fashion service" industry and as Creative Director of I.M. International became one of the world's leading fashion forecasters and authorities, among the first to discover talents such as Giorgio Armani, Karl Lagerfeld and Gianni Versace. Early in the 1980s, David helped to found TFS The Fashion Service and returned to the U.S. to head TFS as President for a decade. He joined The Doneger Group in 1990. David Wolfe is a Creative Director for Doneger Creative Services, The Doneger Group's trend and color forecasting and analysis service for womenswear, menswear and youth apparel and accessories. Doneger Creative Services clients include an international roster of designers, manufacturers and retailers. As Creative Director, David analyzes trends influencing the men's, women's and youth apparel and accessories markets as well as big-picture developments in style, culture and society. Today David devotes much of his time to public appearances. His informative and amusing lectures, presentations and television appearances make him a popular personality on the fashion scene.

Jacquelyn Ottman, Founder, J. Ottman Consulting and Author, Green Marketing – New York, NY, USA



At age four, her siblings called her "Junkie Jacquie" when she dragged home treasures from the neighbor's trash. Today, Jacquie helps clients find value in creating profitable strategies for exciting new sustainable businesses, greener products, and credible green marketing communications. In 1989, Jacquie Ottman set up shop and pioneered green marketing. She wrote three award-winning books on the subject long before most of

today's green marketers had ever heard of the term. Today, she is a [sought-after speaker](#) on green marketing and eco-innovation at conferences in North America, South America, Europe and Asia and at corporate forums run by IBM, 3M, Philips Electronics and GE, among many others. She frequently lectures to universities and keeps the green marketing community abreast of her learning at her blog, [Jacquie Ottman's Green Marketing Blog](#). Her book, *Green Marketing: Opportunity for Innovation* 2nd Edition, is considered the "definitive work on the subject" by the American Marketing Association. Named one of the top business books of the year, it has been translated into six languages. Her new book is due out in 2010. Ottman is the co-chair of the Sustainable Brands conference, the leading industry gathering on sustainable marketing. She is the co-chair of the Sustainable Business Committee of the Columbia Business School Alumni Club of New York. She sits on the Advisory Boards of the Centre for Sustainable Design (UK), the Center for Small Business and the Environment, and the NYC chapter of O2, of which she is a past co-chairman. For seven years, she chaired the jury of the American Marketing Association's Special Edison Awards for Environmental Achievement. In 2004, Ottman created the IDSA-endorsed Design: Green eco-design educational

Biographies – Texworld USA and Home Textiles Fabric Sourcing Expo (Cont.)

initiative. Underwritten by an EPA Innovation Grant, with additional support from Philips Lighting, the American Hardwood Association, Herman Miller and Aveda, the groundbreaking initiative more than met its ambitious goal of jumpstarting education in eco-design and green marketing for thousands of practitioners and students in the U.S. and around the world. A graduate of Smith College, she received her formal business training at NYU's Graduate School of Business Administration. An expert in creative thinking, Ottman earned the Creative Education Foundation's highest certification in creative problem-solving.

Dr. Dieter Eichinger, Director of Textiles Business Lenzing AG – Lenzing, Austria



Dr. Dieter Eichinger has been with Lenzing for 23 years and is currently Vice President for the Business Unit Textile Fibers which covers more than half of the turnover of this \$1.8 billion company. He is responsible for R&D, production, sales and marketing on a global basis. Eichinger studied chemistry and business administration at the University of Linz and received his PhD in organic chemistry on haemoglobin related substances and his thesis has been awarded by the Richard Büche science price. He also was lecturer for organic chemistry in Linz afterwards. He started his career in the R&D department of Lenzing AG where he was leading the R&D and pilot plant development of the Lyocell technology and presented the results of the teamwork at international conferences, publications and patents. Then he was appointed to head the marketing & sales of this new fiber category. After that Dieter Eichinger was responsible for the hometextile project in order to introduce Lenzing Modal and TENCEL into that segment. He was then appointed as the Marketing Director of the Textile business. Two years ago he was promoted to become Vice President in charge of Corporate Strategy and since Jan 09 he is responsible for the business unit textile of the Lenzing Group. Dieter enjoys golfing and skiing with his wife and 2 sons.

Chris Moore, VP Marketing, Optimer – Wilmington, DE, USA



Chris Moore is a co-founder of Optimer Inc., and has been involved in a diverse range of textile and material science research since graduating Phi Beta Kappa from the University of Maryland at College Park in 1992. His involvement at Optimer spans from lab development of polymers and novel fibers, to leading teams in designing and constructing of pilot scale and production polymerization and melt spun fiber plants. More recently, his efforts with Optimer Brands have focused on the study of how fabrics affect human comfort, protection and performance. Additional research includes fluoropolymer fibers and nonwovens, fire retardant barrier fabrics for composites, conductive stretch fibers for next generation space suits, nano and micro scale materials, and fabric/polymer composite watch bands. Chris enjoys invention and is credited with numerous U.S. and world patents and applications, as well as with various technical presentations and journal contributions.

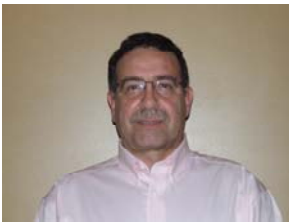
Biographies – Texworld USA and Home Textiles Fabric Sourcing Expo (Cont.)

Edwin Nazario, Senior Vice President & Regional GM for AWI, LLC – USA



Edwin Nazario is the Senior Vice President & Regional GM for AWI, LLC where he manages all aspects of AWI Ltd in the Americas focusing on enhancing relationships between business partners and the revitalization of the Woolmark symbol in the Americas which was re-launched in 2008/2009 in time with the complete merger between AWI and The Woolmark Company (TWC). As an industry leader with over 20 years of experience in the distribution, production and strategic development of luxury apparel for men and women. Nazario earned a stellar reputation as the President of ENF Corporation where he oversaw all aspects of operations and fiscal management including sales and marketing. Nazario has served as President of North American Fashion Group, Vice President of sales for GFT Mexico – a subsidiary of Gruppo GFT Italy, and National Sales Director for the Giorgio Armani Division of GFT Canada. Previous experience includes account management for Giorgio Armani Fashion Corporation. **Edwin attended Queens College majoring in business administration.** He lives in Westchester with his wife and three children and enjoys sailing and endurance cycling.

David Sasso, Vice President of International Sales, Buhler Quality Yarns – Jefferson, GA, USA



David Sasso is the Vice President of International Sales at Buhler Quality Yarns. He has over 20 years experience in the textile business with experience ranging from production planning, manufacturing, engineering and sales. His knowledge covers weaving and knitting with a specialization in yarn spinning. He has a bachelors of science in Textile Management from North Carolina State University. David lives in Athens, GA with his wife Terri and 3 sons. They enjoy traveling and hiking together.

Ria Stern, VP Global Marketing, Hyo Sung – New York, NY, USA



Ria Stern is the Global Brand and Marketing Director at Hyosung in the Creora Spandex performance unit. She has been in the fiber's business for over 25 years. Her experience covers manufacturing, quality control, sales, marketing, communications and strategic planning. Ria has a Masters in Business Administration and a Bachelor of Science degree in Engineering. She lives in NY with her husband and daughter.

Biographies – Texworld USA and Home Textiles Fabric Sourcing Expo (Cont.)

Summer Rayne Oakes, Co-founder/CEO, Source4Style, Sustainability Strategist/Spokesperson, Portico Home – New York, NY, USA



Summer Rayne Oakes is a model-activist, correspondent on Discovery Network's Planet Green, author of bestselling style guide *Style, Naturally*, and Editor-at-Large of ABOVE Magazine. As brand ambassador and sustainability strategist for both Portico Home and Payless ShoeSource's zoe&zac line, her work keeps her busy on and off camera, advising and consulting on various aspects of design, production and practice. She is also the Co-founder and CEO of Source4Style.com, a B-2-B marketplace and design innovation platform that allows designers and retail sourcing specialists to search, compare and purchase more sustainable materials from around the world. *Vanity Fair* has named Oakes a "Global Citizen," *Outside* called her one of the "Top Environmental Activists," *Glamour* anointed her "70 Women of Green" and CNBC has named her one of the "Top 10 Green Entrepreneurs of 2010." Summer Rayne is a graduate of Cornell University with degrees in Environmental Science and Entomology and is a Udall Environmental Scholar, National Wildlife Federation Fellow, and Property & Environmental Research Center Award Recipient. Oakes resides in Brooklyn, NY with her troop of exotic insects. www.summerrayne.net

Carol Meek, President, Color Portfolio – Dallas, TX, USA



Carol Meek is the owner of the color and trend forecasting company Color Portfolio, Inc. She is the creative force behind Color Portfolio, with over 20 years of experience in the fashion industry. Carol has an extensive product development and fashion direction background in Women's, Men's, Children's, and Home. She has worked in the American, European, Tokyo, Asian, and South American markets. Carol's specialty is understanding the importance of color and trend, and applying it towards today's market place for retailers and manufacturers in a focused and useable manner.

Stowe Hartridge – Beam, Program Manager, Scientific Certification Systems – Emeryville, CA, USA



Stowe Hartridge-Beam is a dynamic and approachable speaker and noted expert in the field of environmental labeling. Additionally, he has been an active member of several standards development committees, including BIFMA's e3. In 2008 and 2009, Hartridge-Beam presented environmental trends, the role of third party certification, indoor air quality science and IAQ certification programs, "Standards Continuums: Single to Multiple Attributes", and BIFMA's level™ certification program to numerous scientific and industry audiences including technical conferences, Healthy Buildings 2009, Greenbuild 2008, and more. Hartridge-Beam is Program Manager of Scientific Certification Systems' Indoor Air Quality Programs, which include Indoor Advantage™, Indoor Advantage Gold™, FloorScore® and Sustainable Choice™, as well as level™ certification for furniture sustainability. In this capacity, Hartridge-Beam operates on a global scale, training auditors and maintaining the programs' high standards.

Biographies – Texworld USA and Home Textiles Fabric Sourcing Expo (Cont.)

Laurie Pressman, Laurie Pressman, Vice-President Fashion, Home + Interiors – New York, NY, USA



In her role as Vice President at Pantone, Laurie Pressman is responsible for creating the strategic vision and developing the marketing platform for Pantone's fashion, home and interiors division on an international basis. With over 20 years experience in product development and merchandising for the fashion and home furnishings markets, Laurie recognizes that color is an intrinsic part of the visual experience and plays a significant role in consumer purchasing decisions. Laurie is involved in the development of Pantone's color forecasting products, sits on the board of the Home Products division at the Fashion Institute Technology and is a vice-chairman of the color standards committee for the Color Marketing Group.

Fran Sude, President, Design Options – Los Angeles, CA, USA



Fran Sude, a native New Yorker, is the creative force behind Design Options, Inc., the only color and lifestyle forecasting company in Los Angeles. With an extensive background in Retail, Design, Merchandising, and Manufacturing, Fran is an international authority on color and trend forecasting. Her client list reads like the Who's Who in both the ready-to-wear and home fashion Industries today, with a winning track record amongst Retailers, Textile Converters, and Manufacturers...when Fran talks COLOR AND TREND....people listen, very closely! With corporate offices in Los Angeles, New York, and a marketing presence in major cities throughout the world, Design Options is dedicated to bringing Southern California's unique aesthetic to the world. Its singular cutting edge perspective, coupled with a comprehensive knowledge of the current marketplace, fuels the company's imaginative products and high-end consulting services.

Arnold Sude, COO, Design Options – Los Angeles, CA, USA



Arnold Sude has been involved in the wholesale and retail aspect of the Apparel, Home and Optical industries for the past 30 years. With an extensive background in Design, Retail Merchandising, and Distribution, Arnold has his finger on the pulse of what consumers want and need. Along with the talents of Fran Sude, Design Option's creative director, Arnold uses his diversified knowledge to develop new ideas and concepts that enhance Design Option's high end products and consulting services. Heading an International sales force, Arnie filters the information received from around the world to create products that are "must-haves in both the Apparel and Home Fashion Markets.

Susan Power, Publisher, AboutSources – New York, NY, USA



Since 1988, Susan Power has been providing fabric & trim sourcing information to manufacturers of apparel, accessories, and home furnishings. To meet the needs of both small and larger manufacturers, AboutSources publishes three sourcing guides: **The Designer's Guide / Fabric & Trim**, **By The Yard Guide**, **Textile Sources Who's Who in the USA & Canada**, and **The Contractors**. In 2006, Susan opened an industry Resource Room - including an all fibers, all fabrics sourcing library - in the NYC Garment Center. Last year she launched a companion website: www.RRAG.NET. Prior to publishing the first comprehensive guide to the NYC Garment Center in 1988, Susan's experience includes marketing, sales, and design of both textile and apparel.