



Important Updates

Date Change!

CFA Advisory Board

meeting will now be held on

Tuesday, April 1st.

Notice of date change was sent to all Board members. For more info and RSVP, call CFA or amy@calfashion.org

2014 LA Fashion Industry Report

The Executive Summary of the 2014 LA Fashion Industry report is now available to all CFA members.

The full report, made available to CFA members and sponsored by CIT Trade Finance, features data on Southern California Apparel Industry with an insight into future support.

[Download the Executive Summary](#)

Upcoming Events

March 9-13: Style Fashion Week LA / LA LIVE ([more info](#))

March 10-12: LA International Textile Show / California Market Center ([more info](#))

March 11: CFA Panel for LA Textile Show - "Copyrights - Trademark and Intellectual Property Protection" / California Market Center ([more info](#))

March 22: FIDM Debut 2014 / Barkar Hangar, Santa Monica ([more info](#))

TOP NEWS

CFA GOES TO CHINA TO MEET WITH CALIFORNIA TRADE OFFICE IN SHANGHAI, AND ALIBABA IN HANGZHOU

Ilse Metchek, President of the California Fashion Association, has been invited to speak at the Alibaba campus in Hangzhou, China on March 27, 2014.

The Alibaba presentation will consist of two sessions; with Alibaba's executive and apparel product team, and with Alibaba's suppliers. Over 200 executive level attendees are expected. Topics include: 'Understanding the U.S. Market for Apparel and Textiles' and 'How to Succeed in the Global Marketplace'.

In Shanghai, Ms. Metchek will meet with Executive Director Diane Long at the California-China Office of Trade & Investment. Ms. Long will host a conference where Ms. Metchek will present 'What is Happening in the California Apparel Fashion Industry'. Invitations have been extended to the larger apparel manufacturers with retail relationships, and those who have retail operations in China.

FOUNDATION SCHOLARSHIP

The annual Scholarship Luncheon of the California Fashion Foundation (CFF) is scheduled for May 1st, 2014 (invitations to follow).

As we continue to contribute to the success of the next generation of Southern California fashion designers, we ask for your support as a 2014 Scholarship Sponsor.

Each Scholarship will be presented in the name of the contributing company. Scholarship sponsors will also be recognized for their support online and in press releases.

2014 Awards will be presented in the names of...

Betty Baumgardner Foundation, Cooper Design Space, Design Knit Inc., Fashion Group International-LA, J Brand, Lectra, KWDZ Manufacturing, LLC, Karen Kane, Inc., STC-QST, LLC, Stony Apparel Corp., The Fashion Bookstore, California Apparel News, California Market Center

...ADD YOUR NAME TO THE LIST!!

For more information, please contact (213) 688-6288

March 22: Loyola Law School Fashion Law Project Symposium
[\(more info\)](#)

April 2: 7th Annual Apparel Magazine Tech Conference West / FIDM
[\(more info\)](#)

April 3: CFA Panel for Lectra Breakfast Seminar: Technology: The Latest Fashion Trend / California Market Center

April 7-9: Los Angeles 'Majors' Market, California Market Center

April 7-9: Los Angeles Apparel Show (LAAS) Korean American Apparel Manufacturers Association (KAMA) / California Market Center
[\(more info\)](#)

April 30: Chraft PR Manufacturing Conference - Branding & Licensing / Millennium Biltmore
[\(more info\)](#)

May 1: CFF and TALA Annual Scholarship Luncheon

RECENT EVENT COVERAGE



On Tuesday, February 18th, 2014, the **California Fashion Association** and **CIT Trade Finance** presented "**Brand Building: Star Power is a Must Have**" at the Las Vegas Convention Center for **MAGIC**. **Ilse Metchek**, President of the California Fashion Association began the seminar with a PowerPoint overview. **Mitch Cohen**, Managing Director & Western Regional Manager of CIT Trade Finance moderated the CFA panel of experts:

- **Rick Cytrynbaum**, CEO, Modern Vintage / House of Harlow 1960
- **John Frierson**, Agent, Creative Artists Agency (CAA)
- **Peter Kim**, Founder & CEO, Hudson Clothing
- **Nishen Radia**, Co-Founder & Managing Director, FocalPoint Partners
- **Greg Weisman**, West Coast Chair, Ritholz Levy Sanders Chidekel & Fields LLP

California Fashion Association

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