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Executives From True Religion Brand Jeans and The Beach People to Keynote Apparel West Set for March 3 in L.A.

COLUMBIA, SC--(Marketwired - February 16, 2016) - **Apparel Magazine** will host its annual **Apparel West** conference on March 3 at the Los Angeles Trade-Technical College featuring speakers from True Religion Brand Jeans, The Beach People, the California Fashion Association and more.

With a theme of "**Intelligence & Solutions to Innovate Your Business**," the conference, now in its ninth year, is designed to give apparel brand and retail executives market-leading intelligence and business strategy inspiration, as well as technology and solution insights to solve their biggest challenges. It features a variety of thought-leading speakers, peer-to-peer roundtable discussions, a technology exhibit area featuring the industry's leading solution providers, an executive networking session and more.

"Apparel West offers attendees a snapshot of new technology and solutions, thought-provoking content and excellent networking with apparel and retail peers all in a single day," said **Apparel's** publisher Susan Nichols. "We have a terrific speaker lineup, with more to be announced, and are looking forward to seeing and sharing with many of California's top brands on March 3."

Speaker highlights include:

- "**Gathering Treasure: Why Stores Will Lead Digital Sales**," presented by John Hazen, Vice President, Omnichannel Commerce & Digital Innovation, True Religion Brand Jeans.
- "**People Before Profits: How To Create A Market Leading Lifestyle Brand & Culture**," presented by Drew Koven, CEO, The Beach People.
- "**Beyond Design: What it Takes Now to Dazzle the Consumer**," presented by Ilse Metchek, President, California Fashion Association.

In addition, a series of roundtable topic discussions will address a variety of subjects including:

- Building a Presence in Europe
- Flexible IT Solutions to Maintain Global Reach
- Reducing Lead Times with 3D Virtual Sampling
- Improving Product Development Communication
- Managing Seasons and Collections
- What To Do When PLM Systems Fail
- Understanding Best of Breed vs. Built-on
- Managing Work-in-Process
- Determining Whether 3D Is Right for You and more.

Gold sponsors of Apparel West include Consulate General of Belgium, Flanders Investment & Trade; K3 Software Solutions; Lectra; PTC; and Simparel Inc. Each will have an exhibit at the event.

Registration for Apparel West is complimentary for qualified apparel brands, manufacturers and retailers only. Visit apparelmag.com to register. For questions and/or to register by phone, contact Dita Alexandrakis at 973-607-1347 or DAlexandrakis@edgellmail.com.

About Apparel

Published 12 times a year, *Apparel* magazine is the No. 1 voice and authority for leading apparel brand, retail and manufacturing executives, due to its unmatched content and ongoing commitment to the highest editorial quality and standards for the past 56 years. Thought-leading subject matter addresses technology and business insight, from concept to consumer, with a focus ranging from omnichannel retail to raw materials management, and everything in between. In addition to the monthly publication, *Apparel* produces the information-rich apparelmag.com, annual live education and networking events, an extensive webinar series, a weekly e-newsletter and Alert, exclusive research and thought leadership reports, whitepapers, InfoGrams, custom content products and more.

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