



*From the heart of  
the California Fashion Association*



# THE BUSINESS OF FASHION

## THE CALIFORNIA FASHION FOUNDATION and SANTA MONICA COLLEGE FASHION DEPARTMENT

The **California Fashion Association** and **Santa Monica College Fashion Department** hosted the Business of Fashion on February 26, 2018 at Santa Monica College. The event was open to fashion students, alumni, instructors, career advisors, and Advisory Board Members of Santa Monica College's Fashion Program.

Ilse Metchek, President of **California Fashion Association** presented a "Your Future in the Business of Fashion". The outline included:

- Objectives today
- What to think about before designing and merchandising
- Entrepreneurship
- Trends, issues, and predictions

The session was part of an on-going program for students and graduates who are seeking their 'spot' in the workplace of the consumer products industries, and looking toward their future as executives and entrepreneurs.

