



*From the heart of
the California Fashion Association*



THE BUSINESS OF FASHION

THE CALIFORNIA FASHION FOUNDATION and WOODBURY UNIVERSITY

The **California Fashion Association** and Woodbury University's Design Department hosted the Business of Fashion on April 5, 2018. The event was open to fashion students, alumni, instructors, and career advisors.

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, educators, and graduates who are seeking to understand the current climate for the consumer products industries, and looking toward their future as executives and entrepreneurs.