

December 10, 2020

California Fashion Foundation, partnering with the **Black Design Collective**
to develop and implement a series of online workshops



Webinar Series #4

December 8th....(Recording available; Contact CFA office)

"Selling the Collection: Choices & Opportunities"

Speaker: **Ilse Metchek**, *President, CFA*

Guest Speakers:

- **Shelda Hartwell Hale**, *VP Merchandising, Directives West*
- **Mona Sangkala**, *Marketing Director, Cooper Design Space*
- **Stephanie Strong**, *Partner Manager & Category Manager for Fashion, ChannelAdvisor*

