



The California Fashion Association (CFA) is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.

April 20, 2022

FashionGo Week*

Palm Springs, California | May 3-5, 2022

Moving Forward in 2022

Tracking Retail Megatrends *Who Is Your Customer?*

Today's consumer is besieged with information...how does a retailer break through the 'noise'?

Experts Will Discuss:

- *Creating consumer interest and loyalty online and in-store*
- *Technology; defining your customer*
- *Looking forward: 'artificial intelligence' (AI), Metaverse?*

Seminar Details:

- **Date:** May 4th, 2022
- **Time:** 11:30 AM – 12:30 PM
- **Location:** Palm Springs Convention Center

Panel:

- Shelda Hartwell, *VP Merchandising, Doneger Group*
- David Ryan, *Managing Partner, Concepts in Technology*

Moderator: Nico Cabral, *Director of Marketing, Management One*

** FashionGo Week: The new in-person trade event introducing the future of wholesale; bringing FashionGo specialty retailers together with brands.*

Explore The Show

For more information, please contact CFA office:
Stacey Rogers | stacey@calfashion.org

email: info@calfashion.org | Website: www.californiafashionassociation.org



California Fashion Association | 578 Washington Blvd., Suite 827, Marina Del Rey, CA 90292

[Unsubscribe ilse@calfashion.org](mailto:ilse@calfashion.org)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by ilse@calfashion.org in collaboration
with



Try email marketing for free today!