

Chicago Fabric Show

www.chicagofabricshow.com

Tuesday, August 27th, 2019

Seminar 1 9:00AM – 10:00AM Tuesday/ Sara Mosley, About Sources

Textiles 101: Fiber to Fabric

Have you wanted to have a better understanding of the differences in selecting a woven fabric versus a knit fabric for your designs? Or why polyester over cotton fiber content? Then this seminar is for you! We will cover the basic differences in fibers and the benefits of one type over another. Is natural always better than man made? A cram course in yarns, fabric constructions, different finishes and how sustainable practices are becoming the norm in fabric formation. Leave this seminar armed with the knowledge to make a more informed selection when you're sourcing fabrics/trims for your end-use! Seminar Fee \$15

Seminar 2 12:00– 1:00PM Tuesday/ Jane Hamill, Fashion Brain Academy

How to Craft a Compelling Marketing Message

To make your "perfect customer" sit up and take notice, you need a compelling marketing message that speaks directly to them. Trying to be something for everyone just doesn't work. This Seminar will help you get clear about who you WANT most to buy and who your product is NOT for (yes, you get to choose). Next we'll "read their minds" and use their own words to attract them to your product. And finally, you'll learn how to avoid marketing-speak and overused superlatives that turn people off. Seminar Fee \$15

Seminar 3 2:00PM– 3:00PM Tuesday/ Christine Daal, Fashion Angel Warrior

How to Build an E-Commerce Site That Sells!

You've finally launched your online shop, it's beautiful, but there's still one thing missing.... SALES! Many new designers pay a fortune for a website only to find out that it's not set up properly on the backend to get sales! Wouldn't it feel amazing to launch a LUCRATIVE site that's both pretty and profitable? In this seminar, we will discuss what NEEDS to be on your website and where it should be located, 4 things to put on your shop page to BOOST sales, SEO tricks, and MORE! In the end, you'll walk away with a free checklist to help you optimize your site and ring in the profits! Seminar Fee \$15

Seminar 4 4:00PM - 5:00PM Tuesday/ FGI Chicago/ Takara & Jess Crane

Chicago Fashion Designers Discuss Their Road to Success

Learn from established designers who have made their mark in the Chicago fashion industry! What does it take to have a fashion career with longevity? Takara of Takara Everyday Elegance, Stephanie Wheat of Rebellion, and Germaine Caprio of Majamas Earth will give us insight into the ups and downs of their careers and how they have continued to do what they love most over careers expanding up to 40 years. Jess Crane of Jess Crane Design & FGI Chicago will converse with these amazing designers about their unique journeys in creation, development, manufacturing and sales of their brands. The seminar will offer attendees perspective on the answers to questions that will help them grow their own businesses. Seminar Fee \$15

Seminar 5 6:00PM - 7:00PM Tuesday/ Anna Livermore, V. Mora

How to Calculate, Cost and Price Your Products

Costing is a huge hurdle for many designers. This seminar will cover how to efficiently cost out the garments being produced, so the designers make the money they need to be successful, year after year. Seminar Fee \$15

Wednesday, August 28th, 2019

Seminar 6 9:30AM – 10:30AM Wednesday / Anna Livermore, V.Mora

Sourcing Basics

Where and how to find the sources a designer needs for their project can be like hitting a brick wall with countless dead ends. In this seminar, Anna provides designers with the tools they need to successfully source fabric and trims for their line.

Seminar Fee \$15

Seminar 7 12:00PM - 1:00PM Wednesday / Xochil Herrera Scheer, The Chicago Pattern Maker & Jessica Zyla, Suite Creative Studio

Mistakes to Avoid as a Start-Up Brand

From naming your business, mis-steps in creative design and problems in production, we've seen it all. Learn from IRL mistakes other start-ups have made so you don't have to. Building a brand is stressful enough, use our tips and tricks to avoid costly mistakes and focus on the important things: like selling your product.

Seminar 8 3:00PM – 4:00PM Wednesday / Jane Hamill, Fashion Brain Academy

How to Build a Following For Your Brand on a Small Budget

“My product is awesome, but nobody knows about it. How do I find customers?” A common theme from business owners and it doesn't have to be this way! This Seminar will teach you how to reverse the process, so you build a following of excited buyers BEFORE you even try to sell them something. We'll cover content marketing on a shoestring budget, how to attract the “right” people (who like what you have and can afford to pay for it), and 3 ways to know if a new product will sell. Seminar Fee \$15

Seminar 9 5:00PM - 6:00PM Wednesday / Panel Moderated by Xochil Herrera Scheer & AIBI Board – Panel TBA

Midwest Factory Panel

Get to know local sewing contractors! Learn what you need to bring to your first factory meeting, what is needed to get a quote, and how to have a successful production run. Learn about MOQ's, lead times, who provides thread, and more! FREE