



Psychology of Fashion and the Market

In a revealing presentation by Edie Weiner of Weiner, Edrich, and Brown Inc., Ms. Weiner spoke to us about the relationship from fashion to nature and how we still market fashion genetically by height, age, thin vs. full figure.

The mapping of the human brain and our thought processing is different in every human. How men and women think are vastly different as our brains are uniquely created, such as a man has far less corpus callosum than a woman. Some individuals are naturally positive and generous; some are naturally negative and self absorbed. Productivity and happiness have no correlation, the most productive employee can be the most reclusive person in the office.

Ms. Weiner related that shopping and hormones ARE correlated in economic downturns. As a person is effected over their financial or emotional status of their lives people tend to self medicate in some way, regardless of eating, shopping, or any other action that will provide the positive (albeit very short term) endorphin surge of happiness. People want that surge of happiness to make it through tough times.

We need to stop focusing on customer service and start focusing on marketing to today's culture who are far more savvy. One idea is to market by SIGHT, TASTE, and SMELL. When smell hits the brain this can bring on a positive long term memory which entices the individual to purchase product based on that happy feeling.

We have to trigger something in the brain in fashion that can trigger the sensory mode. If there is a stimulant of excitement in the fashion or the way the fashion is marketed you can stimulate the part of the brain that HAS to purchase your product.

Intersexuality, Virtual World, and Fashion

In the future it is forecasted that there will be less focus on male vs. female and there will be a market that will be more sensitive to all aspects of a person regardless of gender. This will affect the aesthetics as we go into the future.

The roll of fashion and the natural world will change as we go into the virtual world. This will be a place where people can become who they are not – for example a human have eight to ten different lives in the virtual world. There are dollars in Virtual space for their virtual world. Fashion, if marketed can bank on what can be sold within this virtual world.

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Robin Lewis; Vantage Marketplace, LLC.

Robin Lewis is the CEO of Vantage Marketplace, LLC a wholly owned subsidiary of The Goldman Sachs. Vantage provides Goldman Sachs clients with global strategic information and consulting on all sectors of retailing worldwide. Previously, as President of his own consulting firm, he also authored and published the monthly ROBIN REPORTS, providing strategic insight regarding major events in the

retail and related consumer product industries. He frequently delivers keynote presentations to a wide range of companies, associations and academia, such as: Bloomingdales; JC Penny; Estee Lauder; Liz Claiborne; The National Retail Federation and the Fashion Institute of Technology; to name a few. He also held executive positions in strategic planning, business development, in brand and marketing.

FGI Seattle Region website recognized as one of two Best Websites, Great Job Theresa!

Sharon King Hoge

From Verdant Magazine

Green materials of the future:

- ~Cotton
- ~Silk
- ~Hemp
- ~Bamboo

Designing Green:

- Layering
- Classis
- Season to Season
- Green Packaging

Recycling fabric and clothing to make "new" clothing will be a trend in the future.

Consumer Response:

People are becoming more educated as they understand what the intent is of why we are turning green. It is becoming more main stream and looks like the trend is now becoming a way of life.

Our Marketplace, Branding, and Beauty

Robin Lewis was our host for our first panel discussion. He covered our industry and the marketplace today. Some main points:

Vendors are pursuing exclusive brands for growth, they can only grow their premium collection so far. Consumers want to connect to a person if they use a name and face it is better for the branding.

Brands such as LEI and Liz Claiborne: Brands getting stale, declining dept. store sales

Three downside risks to licensed brands:

1. Limited Royalties
2. If brand does not do well they have to pay the designer
3. Retailers stuck with overstock in inventory

Brands like Liz Claiborne alienated their upper class clientele by making Liz & Co. Proprieties like this have also downsized 25% since 1995

In 2010 it is forecasted that all PRIVATE BRAND sales will be up by 60%. It is no longer a Mega brand cycle. Consumers do not want to be wearing the same thing that their friend is wearing. In the future we will have to wholesale brands from construction to consumption to keep up with the private branding.

Susan Davidson, Creative Design Studio, Lord and Taylor

What to do in the worst eco-climate?

Solutions: Preserve your brand and store position

~ Don't lessen quality and don't lower prices

~ Offer differentiation as consumers are more interested in this

~ Develop exclusive brands, this give a competitive edge

~ In Products, offer a great price for the value

~ Primary space and location in advertising

Exclusive brands offer additional sales opportunities, reflects the designer, the consumer wants to connect with the designer and purchases more if they have that deeper name brand connection to the face of the brand

Sonia Kashuk; Sonia Kashuk Inc.

Sonia is the CEO of Sonia Kashuk Inc.; the cosmetics company that is marketed within Target. Sonia suggested that beautiful packaging is the most important key to cosmetic sales. Her product goes straight from construction to consumer to save money for the consumer. To start her company she went from store to store selling her product until Target picked it up in 1998.



Fall 2009 Trends: as forecasted by ESP

ESP has forecasted five looks for Fall 2009:

1. **Chelsea Girl:** A revisiting of the 1970's look. Think season specific. Earth tones, tartans, London, argyle, and scarves. Scarves – the look of the scarf not just on the neck or head but also tied around your bag as a signature scarf. Hippie Ethnic, school girl plaids, firm double knits, pantsuits, long slouchy suits, big wide pants. The colors are earth tone, vintage denim, grays. Tunic Reinvented. Midi-length calf, denim with a high waist smooth over hip but also slim. Casual fur, recycled. Capes, trench coats, felt hats, double breasted blazers.
2. **Ask Alice:** Precocious child and fairy godmother open west village boutique look. Mixing colors with Alice in Wonderland blue, many ruffles, part vintage-part new, archives garment. Ruffle and neck like the historical Ruff. Fantasy, think John Galliano or Alexander McQueen. Lightened colors of gold, Alice blue, soft oranges, soft purples. Knitted blouses, bows, flounces, whimsical textiles in the fanciful dress with rounded shapes in the skirts built in bows. The skirts will be full with petty coats. Pretty cloth coats will be the new dress with flounces and yokes. Pumps will be worn with socks, bow ties as necklaces, and DICKIES.



Trend Report...

3. **Living Sculpture:** Creating shapes and silhouettes. Think Martha Graham. About the body, sensual modernist;

Textures in neutral colors, firm fabrics , think Rick Owens. Grecian Drapery meets Madame Gres. Wrapping and sculpting, a return to construction and tailoring.

4. **Madame X:** Victorian Femme fatale (Prada)

Lace – very important to look, rebellious yet refined, corsets; hourglass with cinched in waist. Bad girl rock stars. Big black sweaters with details, belted with big sleeves, gloves, frilly tops reinvented with Victorian influence. Leather pants or leggings. Edgy, almost punk.

5. **La Vie Boehme:** Bloomsbury bohemian meets Moulin Rouge

Decorated jackets, tailored pants think Nina Ricci. Narrow close to the body but not tight. Satin skirts, fur, long sweater over pencil skirt. Colors: rich jewel like, peacock, wine bottle, and claret.

Fashion Group International

Seattle Region



Regional Branding

The Fashion Group International Seattle Region logo needs to be on everything to get our name out and brand who we are in the area.

New York is pushing for us to follow the lead of other regions and get business cards for each Director or Chair on the board. We were told to make FGI thank you cards and stationary (have).

Suggestions from Los Angeles

In L.A. members never pay more than \$20.00 to come to an event. They can argue that a member can make up their membership dues within two events.

Non members pay a lot more, at least \$15.00 more per event.

To get a newsletter going and to see what and who is hitting the sight they suggest: [Linkedin.com](https://www.linkedin.com)

Or

[Haute.net](https://www.haute.net) (groups sections can get FGI in)

This is a fashion membership tool – great online networking connection to others



Fashion Group International New York Suggests...

Foundations: Foundations are governed state by state. We would like to see dissolution of all foundations.

Please send all dissolution paperwork to New York to keep on file.

R.D. has the right to know all information regarding the foundations even if there are separate accounts.

Purpose of Fashion Group International 2008-2009

Focus: To make Fashion Group International a STRONGER group in **Professional Building**

Please focus on building relationship with business professionals within the industry. To get finances partner with industries such as partnering with local businesses: In Seattle – Microsoft or Starbuck for example

Move toward business events:

Motivation Building

Retain Members by benefits: On the defensive in this economy

1. How to manage your business
2. How to secure finances
3. Re-Branding
4. Revival in your business

Scholarships are SECONDARY to benefiting members and getting new members into Fashion Group International. We want to be seen and branded as a networking and marketing business group that is beneficial for those in the fashion industry.

~ **Regional Director of board GUIDES the board directors**

~ Nominating Committee is required:

~ Each Regional Director needs to attend first Nominating Committee Meeting

~ R.D. suggests board positions, if a board member does not show for three meetings we need to consider if they are “dead weight” and suggest a different person for the position.

~ Interns with Fashion Group International: Have each student member become a student INTERN – this is a win/win situation. Student interns can head up projects and volunteers and committees.

Director Board is:

RD

RD Elect

Secretary

Treasurer

Program Chair

Membership Chair

PLUS up to 14 other chairs can be made.

~ **Secretary** needs to send meeting minutes to board members and New York every month

~ **Treasurer** needs to have Treasurer Report sent to board and New York every month

Suggestions for Programs Chair:

~ Programming: Need to have committees in place to help Program Chair.

1. Have a Chair for each program: Member is good

2. Calendar: Keep it simple (All paperwork will be sent to Monir to forward to each person on Director Board)

PROGRAM IDEAS

- ❖ DVD twice a year on calendar; Mix DVD Trend show with a scholarship party to support students, have it as a museum or have a brunch or a luncheon on Saturday or find a trade show in town and advertise it during the time of the trade show so that you can feature the Trend Show in conjunction with a trade show.
- ❖ Invite local designers to come and make it an industry business even twice a year
- ❖ Host a "Fashion Flock" event; no host bar and appetizers – A free members event on a monthly basis. No host bar and appetizers (John L.A. – gets bar to give free appetizers and guarantees that drinks will be purchased)
- ❖ Business Panel
- ❖ Career Outreach
- ❖ New Members Welcome: Network Game: Have each person have a different color dot on name tag, find and network with like colored dots
- ❖ Rising Stars
- ❖ Night of Starts Event
- ❖ Jingle Mingle at Christmas time
- ❖ Speed Network (like a Speed Dating Event) Have tables set up and each person gets 5-10 minutes to meet/greet/network
- ❖ Contact publishers and find out when BOOK SIGNINGS are in your area and host an event around the book signing
- ❖ Brainstorming Events: New fresh ideas, invite students

~Create Timeline for each event

~Create a different member to non-member price line

~Make sure to prep speakers

~Keep an updated press contact list and watch for official press passes so that non-paying individuals don't get under the radar

~Keep each press entity to TWO passes each unless there is special permission for photographer

Membership Chair:

~Do not give unpaid members member prices without paying their dues

~Ask credit card numbers over the phone when calling drop list; Always ask "Why they are dropping FGI" if they do not want to become a member again.

~Membership Chair NEEDS committee, there should be co-chairs for membership to keep in contact with all members

~Need a "Connector" on board

~Many new members are happy to work on membership team

~By January start calling people for renewal; First Phone call only ask for updated address and say hello and be friendly

~Board needs to cover drop list ~ Divide up the phone numbers of the dropped members during the meeting and make the calls separately during meeting. Ask for credit card number over the phone

~New Member Incentives: Make FGI notebooks, memo pads, calendars, or pens, Official FGI Certificate of Membership

Membership Retention:

~RD needs to call and welcome new members to the group. Can tell people that they are “pending” but it is rare that New York does not approve individuals.

~Ask right away “What Committee would you like to be on?” and have a prepared list of committees

Connect personally to that person – make it a more personal experience by:

Follow up phone calls and engaging them into events, meet with them for coffee or a drink

~ Student membership NOT billed through New York

~Extend the student memberships by making a new membership button on the web:

Entitled: *Affiliate Member* – for those students who have just graduated and are waiting to become an associate, Affiliate Member should be charged \$45.00 year.

Data Base: Categorized

~Member ~Non-member ~Prospective members ~ Social List ~ Press list ~

Mike Adams Photography from the Seattle Fashion Week Green 2007.

All information was provided by Fashion Group International 2008 New York Convention.

Condensed and written by Susan J. C. Alveshere for Fashion Group International Seattle Region 2008.


ARTWORKS


THE **fashion** GROUP INTERNATIONAL
of SEATTLE, Inc.