

SUNDAY, JULY 12th

7:30pm – 10:30pm

Opening Cocktail at Bobo Restaurant Garden (181 W 10th St.)

MONDAY, JULY 13th

9:15am - 10:30am:

Prof. John Mincarelli, Fashion Institute of Technology
"Introduction to the American Fashion Industry"

Coffee Break

10:30am - 11:00am:

11:05am - 12:20pm:

Prof. Thomas Handley, Parsons The New School for Design
"Advertising vs. Public Relations vs. Social Media"

Lunch

12:20pm – 1:30pm:

1:30pm – 2:45pm:

Pau Sabria, OLAPIC Founder
"Using Social Media to Enhance a Brand's e-Commerce Experience"

3:00pm - 4:15pm:

Lauren Witten, Head of Fashion & Retail, L2 Luxury Think Tank
"Digital IQ Index: Luxury"

4:30pm - 5:45pm:

Rocío Raventós, Global Merchandising, GAP.
"Fashion Merchandising"

TUESDAY, JULY 14th

9:15am - 10:30am:

Prof. David Bell, The Wharton School, Marketing
"Location is (Still) Everything: Why the Real World Matters for E- Commerce"

Coffee Break

10:30am - 11:00am:

11:05am – 12:20pm:

Prof. David Bell, The Wharton School, Marketing
"Location is (Still) everything: Why the Real World Matters (Ctd.)"

Lunch

12:30pm - 1:55pm:

2:00pm - 3:15pm:

Brad Lande, GM Birchbox Man + Lifestyle
"Redefining the Retail Experience via Multi-Channel Platforms"

3:30pm – 4:45pm:

Javier Vassallo, Vassallo RTW and former Vera Wang Designer
"Designing for the American Consumer"

4:45pm – 6:10pm

Jon Harari, WindowsWear CEO and Professor at Baruch College
"Windowswear: The Google Earth and Vogue Archives of Fashion Windows & Displays"

WEDNESDAY, JULY 15th

9:15am - 10:30am:

Rebecca Kita, Carolina Herrera VP of Sales and Merchandising
"Selling to Department Stores"

Coffee Break

10:30am - 11:00am:

11:05am - 12:20pm:

Marta Lastra, Director of Production, The Row
"The Row Handbags Production Planning"

12:40pm – 1:55pm:

Prof. Thomai Serdari, NYU Stern, Marketing & Brand Strategy
"Cool, Hip, or Status? Culture Matters that Determine Success for Luxury Fashion Brands"

Lunch

2:00pm – 3:15pm:

3:30pm - 4:45pm:

Prof. Barry Horwitz, Boston University and Emerson College
"Launching a brand / business in the US and the American Consumer"

4:50pm - 6:10pm:

Prof. Barry Horwitz, Boston University and Emerson College
"Entrepreneurship & Strategy"

PROGRAM SCHEDULE

New York - July 12th - 17th 2015.

THURSDAY JULY, 16th

10:00am – 1:00pm:	Carolina Herrera Headquarters Visit 501 Fashion Avenue, 17th Floor.
10:00am – 11:00	- Meet and greet with HR
11:00am – 11:30	- Welcome Speech from Mrs. Herrera and Hervé Pierre
11:30am – 12:00	- Tour House of Herrera with Hervé
1:00pm – 1:45pm:	Lunch
2:00pm – 4:00pm:	Donna Karan Headquarters Visit 240 West 40th Street 9th Floor
4:00pm – 5:30pm:	RETAIL Tour Soho – Warby Parker Store + Others
6:00pm:	Armani Store Visit with Vincenzo Sciacchitano, Director of Privé 760 Madison Avenue.

FRIDAY, JULY 17th

9:15am - 10:30am:	Diane Bekhor, GMM Jimmy Choo, former Bergdorf Goodman Buyer "Buying for Department Stores"
10:30am - 11:45am	Esther Uhalte, Estée Lauder, Executive Director, Global Media "Global Brand Media Strategy"
12:00am –14:00pm	Lunch

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Place

IESE Business School Headquarters
165 W 57th St. (between 6th & 7th Ave.)
New York, NY 10019