



FASHION ACTION

Current News from the California Fashion Association

444 South Flower Street, 34TH floor - Los Angeles, California 90071 213 688 6288 fax: 213 688 6290
email: info@calfashion.org website: www.californiafashionassociation.org

February 2007

California Fashion Foundation's Second Annual 'Hold 'Em' Poker Tournament

A great time was had by all at the 2nd Annual *Hold Em* Poker Tournament, Friday, January 26th at the Cooper Design Space.

CFA members and friends had a chance to mingle, dine and learn to play poker. An enticing display of valuable raffle prizes including vacation getaways, sporting events and dining out packages were offered and won by the lucky attendees. The evening's tournament winner was CFA member and owner of Stop Staring, Alicia Estrada.

Proceeds of the event will go toward funding existing scholarship programs to assist potential new entrants into the apparel industry and to provide clothing, via financial donations, to the School Bell organization and other public benefit agencies.

It was a great way to bring our member and friends together for an evening of fun and networking, while raising money for programs supported by the California Fashion Foundation.

ASAP Global Sourcing Seminar, "Creating Brand Identity in the U.S. Market"

Tuesday, February 13th, 4 – 5 P.M., followed by a cocktail party. A Power Point presentation will be given reflecting current retail distribution patterns in the U.S., followed by a presentation on retail strategies by Lynne Sperling of the Sperling Hileman Group, and a retail marketing outline given by Barbara Graff of Graffiti Communications. The seminar and Q&A session will be moderated by Ilse Metchek, CFA.

Contact: 626 636 2530 for registration or email info@asapshow.com

Can 'Fashion' Be Copyrighted??" – Seminar Event, Wed. February 28th, Sponsored

by Thelen Reid Brown Raysman & Steiner LLP, California Market Center, the CFA, and California Apparel News. The platform will analyze the fierce debate over what is copyrightable when design adaptation is common practice...and what you can do to protect your company from copyright infringement.

Contact the CFA office for information. 213 688 6288, or email info@calfashion.org

CSCC Conference - "Sustained Improvements for Your Supply Chain

March 22, at the Los Angeles Chamber of Commerce. Day-long conference will tackle the dilemma facing brands and retailers by examining the necessary strategies to incorporate within responsible sourcing programs to improve efficiency of supply chain efforts. Examining the legal aspects of the Concept of Social Responsibility (CSR).

Contact: Tina Cheung, CSCC 213 747 0805, or email tcheung@intlcompliance.com