



6th Annual Fashion On The Square FOTS Institute – Seminars

Saturday, July 25, 2009

**Intercontinental Hotel, 888 Howard St., San Francisco
[Parking best at 5th & Mission Street Garage]**

PHOTOGRAPHERS, MODELING AGENCIES AND CASTING DIRECTORS

9:00 – 10:30 am - COST: 25.00

This panel of experts will share tips and inside strategies on working with these industry professionals. Portfolio reviews right on the spot!

Moderator: Heather Nelson, Entertainment Attorney

Marissa Surmenkow - Passport Modeling Agency

Sherri Garcia- Models Inc.

Dalena Hoang - John Casablanca Casting Agency

MEET THE DESIGNERS

11:00 – 12:30 pm - COST: \$45.00

These designers who have graced many fashion weeks both in the states and beyond. Come hear their experience in the industry and understand how they create their collections. See their collection in person and see how they arrived at their designs.

Moderator: Y'Anad Burrell, Founder & Creative Director, Fashion On The Square

b Michael - Couture Designer - New York

Linda Loudermilk - Eco Designer - Los Angeles

Oligo Tissew - Los Angeles

FASHION MARKETING, PUBLICITY, TRENDS AND BRANDING

1:00 - 2:30 pm - COST: 25.00

What are the hottest trends? What can a publicist do for me? What is marketing and who is my customer? What is branding and how do I become known by my brand? These insider movers and shakers can answer those questions.

Moderator: Denise Kelly

Marieke van der Poel – Peclers Paris

Donna Berry - Inkspot PR

Leigh Okies - Leigh Okies Design Studio

ECO LINES, BOUTIQUES AND BUYERS

3:00 – 4:30 pm - COST: 25.00

Designers often have a challenge of getting their product placed in retail space. Come and hear the ins and outs of how to get noticed. How eco-friendly and socially conscious designers are affecting both the mass market and luxury goods sector? What are some of the benefits and challenges of opening a boutique? This panel will share the answers.

Moderator: Nicole Caldwell - Just Glam Cosmetics

Rhea Settles - Arm Candy (Boutique)

Yasmine Zdencaj - Retail Strategist

HAIR AND MAKE-UP MAKES ALL THE DIFFERENCE

4:30 – 6:30 pm - COST: \$35

From smoky eyes to the best cut and curl, come see how experts in the field make celebrities red carpet ready. Actual demonstrations will be done.

Moderator: Hillary Clark - Blush Beauty

Fritz - Hairplay

Tia Dantzler - Celebrity Make-Up Artist

Danica Winters - Plum Salon (Organic Colorist)

BIA International Salon - Sacramento

Lawrence Lim - Make-Up Artist