

## It's All About the Brand!

### **New York Fashion Week Seminar - Fall 2013**

09.12.2013

#### **Cocktails & Hors d'oeuvres**

5:30 p.m. - 6:30 p.m.

#### **CLE Program**

6:30 p.m. - 8:00 p.m.

#### **The Penn Club | New York**

30 West 44th Street

New York, NY 10036

[Click here to register for this complimentary program.](#)

### *It's All About the Brand!*

**6:30 p.m. - 7:00 p.m.**

#### **Branding, Labeling and Advertising in a Fast, Green and Sustainable Fashion World**

**Presenters: Gina Ilardi & Kathryn Hines**

Companies are increasingly convinced that it's in their vested interest to take care of the environment and invest in society. The pressure is on brands to demonstrate their social and environmental credentials but they must ensure they walk the walk as well as talk the talk. Eco-labeling and branding requires care to ensure that the advertising and labeling do not violate state and federal regulations. This presentation is a Fashionista's guide to what you need to know to be on the cutting edge of green and sustainable fashion without risking the wrath of consumers and regulators.

**7:00 p.m. - 7:30 p.m.**

#### **Flash-sites, Auction-sites, Discounters, Rentals and Off-Price Sales: Strategies and Tactics To Protect Your Fashion Brand**

**Presenter: Ted Max**

In the evolving e-commerce environment, many fashion companies have been faced with the issue of its fashion designs being sold in the after-market by third parties in a variety of different websites which are targeted toward today's fast-paced consumers. This program will cover the different strategies available to fashion brands to protect its brand equity and to ensure that the brand is not adversely affected by sales of

diverted or after-market fashions. Also being discussed will be how the related issues of nominative fair use and brand counterfeiting impact this important topic.

**7:30 p.m. - 8:00 p.m.**

**The Fashionista's Guide to M&A: What You Need to Do to Build An Attractive and Desirable Brand**

**Presenter: Ariel Yehezkel**

Amidst the challenges and casualties of the Great Recession and the transformation of the retail world from brick and mortar to the virtual marketplace lie extraordinary opportunities for fashion brands. Distressed and undervalued companies, along with those poised for high growth, are attractive acquisition targets. The fashion world has seen an increase in deal activity all across the spectrum. This program will discuss the types of companies in demand; brands versus labels; who's doing the buying; trends in deal structures; an overview regarding current deal valuations and financing; what the immediate future holds for the fashion world.

### MCLE

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1.5 credit hours which may be applied toward the Areas of Professional Practice requirement, and is suitable for both transitional and non-transitional attorneys. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of New York approved MCLE provider.

This activity complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1.5 hours of MCLE credit. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of California approved MCLE provider.

**Questions?** Contact Amy Romaker at [aromaker@sheppardmullin.com](mailto:aromaker@sheppardmullin.com) or 858.720.7403.

## Attorneys

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