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HARLEM'S FASHION ROW



HFR DESIGNER RETREAT

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BUILDING A SUCCESSFUL BRAND FROM THE GROUND UP

Marci Rogers

Costume Designer @marirodgers_

April Walker

CEO Walker Wear @iamaprilwalker

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EFFECTIVE E-COMMERCE HACKS

Alexis Bennett

E-Commerce Editor, InStyle Magazine

@_alexisbennett

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THE RETAIL REVEAL: HOW TO GET INTO RETAIL

Ann Wehren

Fashion Buying Director at Forty Five Ten
@mcanniepants

Sharifa Murdock

Co founder, Libery Fairs
@sharifasays

Kevin Harter

Vice President for Integrated
Marketing at Bloomingdale's
@klharter

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FUNDING AND UNIQUE BUSINESS OPPORTUNITIES

Leigh King
Marketing & Events Manager, CFDA

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MANAGING PRODUCTION & FINDING MANUFACTURERS

Matthew Burnett
Co-Founder Maker's Row
@matthewburrnett

Shon Michaux
COO/Owner, DTLA Production Co
@iamshonsimon

HR



DESIGNER HIGHLIGHT: HOW I MADE IT

Aurora James
Founder of Brothervellies

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NIKE DESIGNER PANEL

Valentina Azizova

Innovation Apparel Designer,
Women's Sportswear

Ashley Comeaux

Footwear Design Lead,
Sportswear

Asha Harper

Footwear Designer,
Sportswear

Andy Croll

Nike Talent Acquisition
Director, Global Design

Ari Randolph-Miles

Director of Diversity
Talent Innovation

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GAINING & LEVERAGING PRESS

Naomi Elizee

Assistant Market Editor at VOGUE
@naomielizee

Chrissy Rutherford

Special Projects Director, Talent &
Social at Harper's Bazaar
@chrissyford

Justin Moran

Digital Managing Editor at PAPER
@justinmoran

Frances Armand

Armand Consulting, HFR PR

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LIVE PORTFOLIO REVIEW

Sascha Flowers

Creative Talent Manager
at Alexander Wang Inc

@sacshaf

Andy Croll

Nike Talent Acquisiton Director,
Global Design

Kim Johnson

Nike Senior Recruiter, Product

Anna Haack

Nike Senior Recruiter, Global
Marketing

HR



GETTING TOP STYLISTS AND INFLUENCERS TO NOTICE YOUR BRAND

Wouri Vice

Celebrity Wardrobe Stylist

@therealwourivice

Khalia Braxton

Social Video Manager, Condè Nast Inc.

@kbraxtoni

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THANK YOU

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