

YELLOWBRICK

PARTNERSHIP WITH THE NEW SCHOOL
PARSONS

FASHION FUTURE STARS NYFW EXPERIENCE

An in-person, behind-the-scenes New York Fashion Week experience and hands-on fashion education bootcamp, from the world-famous Parsons School of Design, in partnership with Yellowbrick.

NYC FEBRUARY 7-10, 2019

AGENDA

Thursday, February 7th

2:00 – 3:00 Participant Registration & Credential Pickup

3:00 – 5:00 Fashion Future Stars Kickoff & Opening Mixer

5:00 – 9:00 NYFW Behind-the-Scenes Event

Friday, February 8th

9:00 – 12:00 Fashion Show Production – Bootcamp

12:00 – 2:00 Lunch & Learn with Launchmetrics

2:00 – 4:00 Fashion Show Production – Challenge

4:00 – 5:00 Wrap-up

5:00 – 9:00 NYFW Evening Activity

Saturday, February 9th

9:00 – 12:00 Lookbook Essentials – Bootcamp

12:00 – 1:00 Lunch

1:00 – 4:00 Lookbook Essentials – Challenge

4:00 – 5:00 Wrap-up

5:00 – 9:00 NYFW Evening Activity

Sunday, February 10th

9:00 – 12:00 Challenge Showcase

12:00 – 1:00 Lunch & Closing Address

2:00 – 3:00 Fashion Future Stars Wrap-up

All events except NYFW Behind-the-Scenes Event and Evening Activities will be held at Galvanize, 303 Spring St, New York, NY 10013.

NYFW Behind-the-Scenes Event and Evening Activities will be held at various locations.

MODULE DESCRIPTIONS

Fashion Show Production

In this masterclass we will examine the topics of fashion show production. We will study traditional and new fashion show formats and strategies, with particular attention to the impact of digital technology on the way brands and designers present their collections. The first part of the course will provide contextual knowledge in the presentation of fashion collections. Next, we will consider the creative and technical aspects of producing a traditional, experiential or digitally-led fashion show and associated promotional and publicity activities. In the Challenge portion, students will create a written and visual proposal for a creative fashion show concept.

Upon the successful completion of this masterclass, students will be able to:

1. Understand fashion show production and the fashion industry context
2. Understand the creative and technical aspects of producing a fashion show

Taught by: Emily Huggard & Tiffany Webber

Lookbook Essentials

In this masterclass, students will be provided with the foundational knowledge of visual communication and build skills and proficiency in the design of effective visual messages. Students are introduced to techniques of image analysis in order to understand how images are interpreted, generate meaning and produce affect. They learn formal strategies used to create compelling visual narratives and rhetorical devices like abstraction and visual metaphor. In the Challenge portion, students will explore visual communication in the context of fashion branding and communication, applying their learning towards the design of a brand lookbook.

After the successful completion of this masterclass, students will be able to:

1. Identify, analyze and evaluate how visual messages are communicated and are dependent on cultural associations
2. Demonstrate competency in the conceptualization and design of visual out-comes for fashion brands

Taught by: Nathalie Han & Nora Onorato

Lunch & Learn with Launchmetrics

Launchmetrics is a marketing platform and analytics solution to help fashion, luxury and cosmetics professionals discover, activate and measure the voices that matter for their brands. It is the most essential and trusted platform in the industry, yielding an unrivalled market penetration to the top seventy fashion and luxury brands worldwide including Dior, Fendi, NET-A-PORTER, Topshop and more.

In this session, you'll learn how data and analytics are transforming the future of fashion business from Launchmetrics' Managing Director and Chief Customer Officer.

Challenge Showcase

In this capstone session, teams will present the best of their work from the previous days' sessions. A panel of judges made up of Parsons faculty and fashion industry experts will provide feedback, and teams will compete for exclusive experiences and other prizes.

Lunch & Closing Address

Burak Cakmak, Dean of the School of Fashion at the Parsons School of Design, and global leader in sustainable design, will discuss the new set of rules that the industry operates in, and share his thoughts on how we can work together to address some of the ongoing challenges today.

Behind the Scenes Event & Evening Activities

Each evening students will have exclusive opportunities to attend private NYFW events and experiences as guests of Parsons and their alumni.



INSTRUCTORS AND INDUSTRY EXPERTS



BURAK CAKMAK

Dean, School of Fashion
Parsons School of Design

Burak Cakmak has been Dean of the Parsons School of Fashion degree programs since 2015. Utilizing his expertise in the field of sustainable design, he is helping guide the institution in emphasizing socially conscious and transformational design to formulate a novel educational approach in training the next generation of creators.

He led the implementation of an innovative undergraduate degree curriculum for fashion design aimed at rethinking the role of designer in industry and society, with new pathways including Collection, Fashion Product, Materiality and Fashion Systems. Cakmak also introduced the school's new MFA degree in Textiles and the new MPS Fashion Management degree launching in September 2018 and September 2019 respectively. With two decades of experience facilitating successful collaborations, he has also expanded the range of partnerships at Parsons with stakeholders worldwide.

Prior to joining Parsons, Cakmak worked at Swarovski Group as the company's first Vice President of Corporate Responsibility, and also led the Swarovski Waterschool Initiative's education program that reached over 2,000 schools worldwide. Additionally, he advanced fashion sustainability practices for some of the world's best-known brands including H&M, Tommy Hilfiger, Acne, Primark, Ted Baker, and G-Star, as well as luxury labels including Gucci, Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Sergio Rossi, Balenciaga, Stella McCartney, and Boucheron.

Cakmak is a frequent guest speaker and lecturer at some of the most prominent, globally recognized conferences and universities, helped create scholarships at Parsons and other schools, and has sat on a number of esteemed juries both here and abroad.



MARIE GENEVIÈVE CYR

Assistant Professor of Fashion Design
Parsons School of Design, The New School

As an educator, Marie Geneviève Cyr values the importance of developing research methods that drive innovative, cross-disciplinary design practices via two-dimensional and three-dimensional investigation and guiding students in the development of their own personal intellectual expression through unique non-linear approaches. Her research examines the politics of abstract desire, hyper-realistic landscape, and the notion of fantasy with a focus on abstracting the concept of hyperconsumerism and interrogating the relationship between visual advertisement, its materiality, and its representation in a global landscape.

Cyr has lectured and conducted seminars worldwide, particularly in China, as well as presented her research at conferences in Paris, Milan, Ghent, Montreal, and Amsterdam.

Her professional credits and accomplishments include selection as one of the top three finalists in the television series “Project Runway Canada” in 2007, and a Genie Award nomination in 2009 by the Academy of Canadian Cinema and Television for Best Costume Design for the feature film, Who Is KK Downey?

**NATHALIE HAN**

Parsons Industry Expert
Senior Director of Advertising
Polo Ralph Lauren

Nathalie Han has more than 20 years of advertising and multimedia brand building experience. She was most recently Senior Director of Advertising at Ralph Lauren, working on such brands as Purple Label and Ralph Lauren Home. Conceptual and analytical with a passion for communication through beautiful imagery and typography, she built strong consumer engagement by developing and executing 360-degree marketing strategies from end-to-end.

Han is passionate about fashion, film, and photography and loves to be on set art directing campaigns and lookbooks.

**EMILY HUGGARD**

Assistant Professor of Fashion Communication
Director of AAS Fashion Marketing
Parsons School of Design, The New School

Emily Huggard has more than 12 years of experience developing strategic fashion communication, marketing and brand strategies across the luxury, menswear and eyewear sectors.

As the PR and Marketing Manager for luxury eyewear brand Cutler and Gross and as a director at ZOI Agency and Harbinger Communications, she has worked with brands such as Victoria Beckham, Maison Martin Margiela, COS, Maison Kitsuné and Want Les Essentiels in developing press, content and social strategy, and building innovative user journeys driven by insights. Her experience also includes managing influencer initiatives, retail and non-retail brand experiences, product and creative collaborations, and leading the creative direction of visual content, seasonal campaigns, and moving images.

Huggard's research explores the enterprise orientations of the Detroit fashion start-up sector, as well as challenging the definition of the brand experience in the epoch of post-consumerism and post-digital. Her work also addresses how to identify key drivers of a memorable and collaborative brand experience.



NORA ONORATO

Parsons Industry Expert
Freelance Art Director, Designer, Creative Director
Creatice

Nora Onorato has spent the past 20 years working for some of the most iconic American fashion brands in the world.

After graduating from Rutgers University in 1997 with an Art History and Graphic Design degree, Nora began her career at Ralph Lauren helping to shape RL's advertising, corporate identity, packaging, product trim, hang tags, labels, logos and signage. While working at RL she also designed the world famous "Dylan's Candy Bar" logo alongside Ralph's daughter Dylan. The iconic logo has gone on to become a global symbol for the most famous candy store in the world.

Nora went on to launch Michael Kors' first ever in-house advertising department and spearheaded all art direction, including all marketing communications and digital products, for the American iconic shoe company - Cole Haan.

Nora returned to her roots in 2012, rejoining Ralph Lauren as Associate Creative Director responsible for building out advertising campaigns to help increase luxury and brand awareness for retail stores in US, Asia and Latin America.

Nora is currently working freelance for Sotheby's - one of the world's largest brokers of fine and decorative art, jewelry, real estate, and collectibles.

**TIFFANY WEBBER**

Part-time Faculty
Parsons School of Design, The New School

For more than 10 years, Tiffany Webber has worked as a fashion and textile consultant, curator, and producer for institutions including the Whitney Museum and the Museum at the Fashion Institute of Technology, retailers and big brands such as Macy's and Nautica, and emerging designers including Bode and Carlos Campos.

In addition to teaching in the Parsons School of Design AAS program, Webber currently works with INCA Productions, a London-based creative agency that produces luxury fashion events and spearheaded the launch of New York Fashion Week: Men's in partnership with the CFDA. Her research interests include early 20th century American fashion and retailing, and she has published on topics ranging from design history to department stores.

**TATIANA FERREIRA**

Chief Experience Officer
Launchmetrics

Tatiana Ferreira serves as Chief Experience Officer at Launchmetrics (formerly Fashion GPS). Tatiana began her time at Fashion GPS managing the US clients and Client Relations team before moving into the Chief Customer Officer role where she ensured the company was providing value-driven products and effective account management and support. Today, Tatiana oversees the global customer experience as well as the employee learning experience by building out learning and development programs that motivate, challenge, and empower employees to continuously develop the skills and talents needed to achieve their goals. She holds a degree in Marketing and Information Systems from the Loyola University Maryland.

**YULI ZIV**

Managing Director, USA
Launchmetrics

Named one of the Top Women in Media by Folio: magazine, Yuli Ziv is an influencer marketing pioneer, an author of 3 trade titles and an immigrant founder who bootstrapped her business from zero to millions. She currently serves as CEO of Influencer Marketing Division and US Co-Managing Director at Launchmetrics, a software, data insights & influencer marketing company with a focus in fashion, cosmetics & luxury.

She was previously the founder and CEO of Style Coalition, one of the first influencer marketing platforms, which she launched in 2008 and sold to Launchmetrics in 2017. An internationally known speaker, Yuli delivered speeches at CosmoProf Itay, DLD Moscow, Luxury Retail Summit, WWD Magic, NY Internet Week, Yale University, NYU and FIT and has been featured in The New York Times, Financial Times, NY Observer, WSJ and Forbes. She holds BA in Design of Visual Communications from Tel-Aviv University and MFA in Computer Art from the School of Visual Arts New York. Yuli currently lives and works in New York City.

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