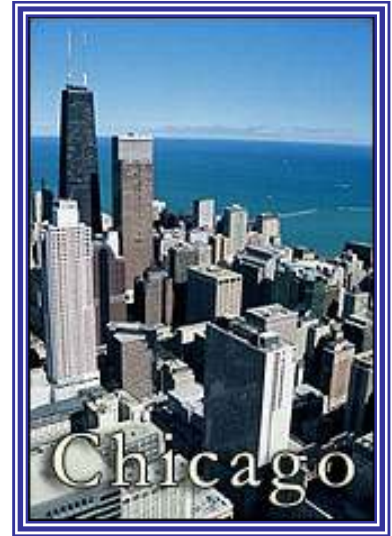


# Embracing the Past Designing the Future

## A word from the President

As we blew into the “Windy City” it became immediately obvious that Chicago was going to provide the perfect setting for a memorable IACDE convention! Although I can’t say that the 96<sup>th</sup> Annual Convention of the International Association of Clothing Designers and Executives was a breeze to put together, I can tell you that attendees were blown away with the events and hospitality in Chicago. With an agenda packed full of seminars, tours and meetings. Our members were left with little time to get out and see the town. This was an important year for the IACDE. This was a turning point for us in that it was the first convention to be run without an “Executive Director”. I This has been a year of reinvention and exploration. It was a success and definitely relevant and valuable to all that attended.



For over two years I have been working diligently to get the IACDE back to being the vital, passionate organization that it was when I became a member a dozen years ago. Many conditions in the global industrialization of our business have set roadblocks in our path but some of those same conditions have also opened the doors to new opportunities and to realize new members. I am confident that these changes will breathe new hope and energy into an organization filled of friends and colleagues that I know share the same hopes and aspirations as my own for the IACDE. I look forward to this final year as your president in completing many projects that I have been working on with the help of an invaluable team on our Executive Committee.

This is only my second (but possibly last) newsletter as this is currently the responsibility of the President. I am confident that Sal Mellace will do a fantastic job at keeping you informed in the future. I will endeavor to put another newsletter out in the fall to keep you abreast of any local chapter activities as well as bringing you up to date on plans for the 2007 convention in Montreal.

PS: Thank you to the Montreal chapter; it is very important that we resume the practice host chapters for each convention.

And now, on to the details of the 96<sup>th</sup> annual convention.....

## New members

WOW! What a year for new memberships including Designers, Industrial and Retail Executive.

### Designers:

Yasuhiro Koshita - Century Techno Core Co. Ltd.

Yong Eo Kim - Brentwood Clothes, Inc.

Yurong Zhang - Beijing Fanmei Garments Co. Ltd.



### **Retail Executives:**

Christine Brezezinski – Bloomingdales  
Robert Wiseman – Macys

### **Industrial:**

Chen Guang Quian & Chen Hao Ming - Beijing GBSN Textile Co. Ltd.  
Yukiko Takahasi - Murotani & Co. Ltd.  
Shinichi Hanawa - Yamahiro Co. Ltd.  
Rosairo Parlato - DI CONF srl  
Mario Aliberti and Antolnio De Ponte - AMG SRL

It is with great pleasure and optimism that I welcome all of you into our group. I challenge each of you to take an active role in our association. Please feel free to call upon me (or other members) for any help or guidance that we can provide. Good luck and enjoy!

### **Special Thanks**

None of what we do as an association would be possible without the help and support of our greatly respected sponsors. Our hats go off to all of the following organizations (and individuals) for stepping up to the plate once again and assisting us in putting together another successful convention.

Kufner Textiles	Interforme Interlinings, Inc.
Lanier Clothes	Lord West
Marelli & Berta / Freudenberg NonWovens	New York Chapter IACDE
Freudenberg/ Vilene International	Tiger Button Company Inc.
Ace Binding Co., Inc.	Kolte
Canada Pad / Veratex Lining Ltd.	Parapad Inc.
Hart Shafner Marx	Rhoda Uchitel
Hollingsworth & Vose	Royal Shirts
QST Industries, Inc.	Ben Ayres
Coppley Apparel Group	

I would also like to say a special thank you to the staff and students of the “International Academy of Design and Technology” for all of their help and support in presenting a wonderful event. Kathy Embry (the Dean of Fashion) put a great deal of effort into organizing her students and getting terrific involvement for all three days of this year’s convention. I offer them a round of applause for a job well done.

### **Seminars & Events**

#### **The Business of Doing Business in China**

We began Monday morning with an insightful session detailing some of the trials and tribulations of the growing trend



towards producing goods in China. With a seasoned panel of professionals representing design, manufacturing and suppliers headlining this event, attendees were given a variety of perspectives from which to view this expanding phenomenon. The presenters were Jeffery Diduch (Designer), Angelo Bonacci (Manufacturing Exec.), John Huss (Industrial) as well as our special guest, Mr. Jerome Yuan from “ASAP Show Inc.” Each of our member presenters discussed how they and their organizations have been affected and learned to adapt, while Mr. Yuan’s Power point presentation gave a detailed guide to some of the perks and pitfalls of doing business in China (Mr. Yuan’s presentation is available in the “Members” area of our website).

### **Marshall Fields Tour**

Upon entering Marshal Fields flagship store on State Street guests were immediately struck by the grandeur of the store. Clearly this monolith of a store was not built only for shopping but must be experienced. As we toured the building guided by a very knowledgeable employee, you became keenly aware of both the historic and present significance of this impressive edifice. Such extraordinary fixtures as the genuine Tiffany vaulted ceiling strike a sharp contrast to their state of the art kitchen / wine cellar / television studio. We were finally guided into a beautiful lunch room furnished with a gorgeous central fountain of polished alabaster.

### **Retail Alterations Presentation**

Yolanda Ballard (Marshall Fields) presented a follow-up to last year’s “Common Shop Alterations” seminar. This was one of the most talked about presentations of last year’s convention in New York and was still a hot topic for discussion a year later. Yolanda walked us through the challenges of a year ago and brought us up to date with how some of those changes have already been implemented by many manufacturers and what steps we can make for continued improvement for a more harmonious final sell through to the end customer. The power point presentation that Yolanda made is available on the “Members” area of our website)



### **Research & Development**

Ralph Ehinger of Alvaproducts transitioned the Retail Alterations presentation into an equally insightful session on “The Sizing of America”. Ralph presented an outline of the research that Alvaproducts has performed into the investigation of the various shapes and peculiarities of several common body types in American woman. Although the information provided was geared towards women, the presentation sparked a lot of discussion on the sizing of the American male as well. Many of the attendees challenged the Retail group to possibly research and present on this topic at the 2007 convention.



### **Fashion Show**

Monday’s activities ended with an elegant and refined presentation of our designer’s creations, as well as those of the students. The fashion show was given a bit

of a change this year in that it was presented in a more comfortable setting yet retained an air of sophistication. The models walked a red carpet runway tracing a circle around the attendees who sipped wine, either seated comfortably around the perimeter of the room or standing, for an up-close glance at the display of beautiful tailored garments. Jayne Laidlaw did an outstanding job of coordinating garments, models and a live jazz band as well as ensuring that all of our garments were well organized for the garment display with all of our boxes and packing materials easily at hand. Three cheers for Jayne. I must also comment briefly on the band. “The Charlie Finlay Band” (Toronto based) has now traveled to both New York and Chicago to play at our events; talk about going beyond the call of duty!

The winners of the IDA awards are:

- **Men’s Tailored Clothing** – tie Vince D’Elia / Copley Apparel & Angelo Giordano / Hartmarx
- **Men’s Tailored Sportswear** – Anthony Russo / Riviera
- **Men’s Formalwear** – Angelo Giordano /Hartmarx
- **Men’s Outerwear** – Jeffery Diduch / S. Cohen
- **Men’s Classic trouser** – Anthony Russo / Riviera
- **Men’s Sportswear trouser** – Anthony Russo / Riviera
- **Woman’s Tailored Clothing** – Ben Ayres / Copley Apparel
- **Woman’s Tailored Sportswear** – Ben Ayres / Copley Apparel



- **Woman’s Formalwear** – Katsunori Maki / K Maki Modellisto Office Co.
- **Student Award** – Renee Patton for a WW II inspired Woman’s wool suit



## **Hartmarx Plant Tour**

Tuesday morning began with a trip to the main production facilities for the Hartmarx Corporation in Des Plaines Illinois. Members were greeted by our own Lennart Bjorklund. Lennart welcomed all as he introduced us to some of his key supervisors and managers who graciously escorted groups of attendees around the facilities while enlightening each group on the key production points for the area that they were presenting. Thanks again to Lennart and his team!

## **Keynote Address**

Immediately following the plant tour Lennart introduced us to a relatively new member of the Hartmarx team. Eric Jones was hired in August as executive vice president of Hart Schaffner Marx. Eric brings quite a resume having previously headed up Ralph Lauren Purple Label as well as Oxford. Rarely have I seen a man speak with more passion and conviction than Eric Jones. He kept his audience on edge for nearly an hour as he took us on his journey of discovery of the Hartmarx brand as well as his plans for relaunching a new direction (actually four new directions) for their product.

## **Style Forecast**

Salvatore Mellace compiled a vast array of vintage illustrations that guided the audience through many eras of both men's and women's tailored fashion. It was a fascinating glance back through time. Sal also provided everyone with the IACDE predictions for silhouette, fabrication and colour in a well thought out and illustrated booklet. Sal completed his program by handing over the Thomas Plunkett award to our new Vice president of Style Forecast, Katsunori Maki.



## **Design Technology**

Two presentations were made at this year's Design Technology seminar; the first was made by Fishman & Tobin's Kevin Taylor who discussed the way computers have become a vital part of the design process. The second presentation was made by Keiichi Asano on behalf of World Co., Ltd's Hiroya Fujimoto. This was in the form of an insightful Power Point presentation that included hand outs.

## **Building Better Brands, Brick by Brick**

Steen Kanter, CEO and Chief Business Consultant, founded Kanter International to help clients build their businesses and create powerful and profitable brands. Steen was kind enough to share some of his valuable experiences with us. Mr. Kanter took an anxious group of members through



some of the trials and tribulations on a journey of exploration and discovery that many highly recognizable brand companies such as Ikea USA, and The Body Shop have made. This served to reinforce his message that knowing your goals, your market, yourself and your desired public perception are all crucial elements to successfully establishing your brand.

### **Formal Banquet**

The events concluded on Tuesday evening with the Formal Banquet honouring Men's Wearhouse. Will Severia was there to accept the award based upon their unfailing support and dedication towards not only their share holders but each and every one of their employees. The evening started with a fantastic array of hour's dourves and cocktails followed by a terrific dinner. Mr. Severia made a brief acceptance speech and thanked the group for the support that we have given them. Ben thanked all for attending the convention and wish everyone much success and happiness throughout the year.

**See you all next year in Montreal!**

**May 3<sup>rd</sup> to 6<sup>th</sup>**