


SF FASHION WEEK
August 23–27, 2006
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WORKSHOPS

Introducing the newest element of San Francisco Fashion Week™-- intense, focused, fashion-related workshops and seminars designed to educate and inspire both fashion experts and enthusiasts alike.

A portion of the workshops will be open to the public while select workshops will be limited only those working in the respective field of fashion. Workshop attendees will receive invaluable training and exposure to the fashion leaders of the Bay Area in this special, intimate setting.

WORKSHOP SCHEDULE & DESCRIPTIONS

OPEN TO THE PUBLIC

Introduction to the Business of Fashion Modeling

Agents from the leading San Francisco Model/Talent Agencies will advise aspiring models on what it takes to break into and succeed in the modeling business. Discussion will outline how to stand out in a casting, interview tactics, and optional runway choreography. Aspiring Models will also have a chance to sit down one-on-one with each participating agent in a speed interview exercise. Panel members include: Al Lacayo (Look Model Agency); Elena Ng (Stars Model Management); and Phillip Gums (JE Models).

Catwalk Choreography

Learn how to own the catwalk like a super model! Internationally recognized choreographer, Kavita Sharma (Muse Model Management) will teach models advanced, high-fashion techniques for walking, posture, poses, poise, turns, partner choreography and more. Industry terminology will also be covered so that participants can walk the walk and talk the talk!

Art of the Fashion Photo Shoot

A one-on-one fashion photo shoot with a rising fashion photographer. Learn to pose like a

A one-on-one fashion photo shoot with a rising fashion photographer. Learn to pose like a pro while in front of the camera. The photographer will guide you step-by-step on what it takes to capture the perfect shot. Each participant will receive a twenty-minute, private fashion photo shoot and a copy of the best photograph taken during the shoot. Photographers include Warren Difrancio Hsu, designer and photographer for AfterFive Magazine; Freda Banks, local fashion and fine art photographer and filmmaker, and the savvy up and coming Photo Artist [James Reid](#).

How to Break Into the Fashion Industry

A panel of industry professionals from all different areas of the fashion industry including a fashion retailer, stylist, designer and producer, will speak and advise on what it takes to get your foot in the door to the exciting world of fashion. Panelists include: Blakely Bass (Retail Entrepreneur, R.A.G.); Lynne Gallagher (Fashion Designer and Business Owner, Wee Scotty); Jenn Mizel (Fashion Recruiter, 24seven); Irene Hernandez-Feiks (Founder/Event Producer, Chillin' Productions); and Kate Rice (Fashion Stylist)

Defining San Francisco Style

This one-of-a-kind presentation will feature fashion photography highlighting local street styles and filmed interviews with San Francisco trend influencers learn how they define the unique style that can only be found in the eclectic city of San Francisco. Presented by Brandin Baron-Nusbaum, Assistant Professor of Design, University of California, Santa Cruz.

Recycling Your Wardrobe

Do you often stare at the unworn clothing in your closet and pine for something different? Grab those clothes and release your inner designer in a refashioning workshop, conducted by the owners of San Francisco's Stitch Lounge and authors of Sew Subversive: Down & Dirty DIY for the Fabulous Fashionista. They will show you how to take those bland items and turn them into fresh, funky new fashion! Bring in a sweater and some pants you never wear anymore and walk out with a hipster hip-belt, a halter top and pair of funky leg warmers. (The pants should fit well in the waist and hips -- no pleats Allowed!) They'll also demonstrate some easy embellishing techniques so you can put your own unique touch on your refashioned items.

Bead-Azzled

Whether you have been beading for years or are excited to start, The Bead Shop welcomes you to join us at BEAD-AZZLED. Janice Parsons will reveal some of the latest techniques as well as the hottest jewelry trends for Fall. Create your own beaded jewelry design to take home.

Tricks of the Trade By Kryolan

Learn the Basics of Professional Make-Up. Kryolan is the largest independently owned professional make-up company in the world with retail and manufacturing presence in San Francisco. This workshop will show you how to apply make-up from day to evening. Many people don't aspire to be pros, they just want to know the best methods and products to use on themselves. Kryolan's make-up artist Dominic Cruz answers this demand with an intimate two-hour make-up workshop for individuals who want to learn to apply their own make-up for a variety of situations (i.e. Make-up for daytime, evening, photo shoots, etc.).

EXCLUSIVE TO INDUSTRY INSIDERS

Trends in Eco Fashion

Do you know the latest trends in Eco Fashion? Learn about what designers are doing to incorporate organic cotton, wool and other renewable based fibers such as soy and bamboo into their collections and how consumers are responding. Presented by Rebecca Callahan of the [Organic Exchange](#).

Public Relations for Fashion Designers

PR Professionals will advise and guide start-up and established designers on how to promote themselves successfully and layout a PR plan that best suits their business. Important aspects of Fashion Publicity including Celebrity Branding, Editorial Placement, and Fashion Show Production will be discussed. Panelists include: Melissa McElhatton Davis (founder of [Ruby Press](#)); Adrienne Arieff (founder of [Arieff Communications](#) and author of SPA); and Shaye Strager (Jewelry Stylist and Trends Forecaster [www.Studio-PR.com](#)).

Sourcing for Fashion Designers

In this two-hour session, young designers will hear first-hand accounts (from the ridiculous to the hilarious) of what can go wrong -- and what can be done right -- to source the fabrics

to the nuances) of what can go wrong—and what can be done right—to source the fabrics, trim, development expertise and production help needed to take ideas from drawing to draping to drop-shipping. Presented by Betsy Dee, the workshop promises lively accounts of real-life events, how-to's (and how-not-to's)—followed by Q&A's on the trials and tribulations of designing for manufacturability. Ms. Dee is the designer behind Bad Pants and the owner of betsy dee/sf, a boutique that features the work of both emerging and established California designers with special emphasis on the Bay Area. Participants in the workshop will also receive a useful compendium of fabric wholesalers, trim sources, pattern-makers and manufacturing facilities.

Legally Fashionable

This seminar is aimed at fashion industry professionals [designers, retailers, models, photographers, writers, fashion producers, marketers]. Come to this interactive seminar where a Fashion Law Attorney can answer your basic questions on incorporation/business formations, intellectual property [trademark & copyright], employment and commercial agreements, licensing and charge-backs. Presented by Uduak Oduok, who was educated at Hastings College of the Law and Georgetown Law Center, and now operates her own law firm with a specialty on fashion law. (Contact Uduak at: uduaklaw@ureach.com)