MY TEXWORLD
THE INTERNATIONAL TRADE FAIR: FABRICS, TRIMS, ACCESSORIES

January 2015 Seminar Speaker Bios
Louis Gerin & Gregory Lamaud both graduates of ESMOD Fashion Design School are the owners and creators of 2G2L Fashion Design & Consulting. As Paris Art Directors, they are responsible for creating the Texworld Trend Forums in New York, Paris and Istanbul. Their trend table, composed of stylists, designers, graphic designers and writers offers each season an authentic and original overview of tomorrow’s inspirational currents. Their exclusive method combines sociological studies, marketing approaches and creative development.

Joann Kim is a second generation fashion developer and garment manufacturer. With the guidance and mentorship of her father, combined with her experience in project management and marketing, Joann attempts to reinvent the relationship between designer and factory, emphasizing collaboration and trust to foster growth of both emerging brands and the factory respectively.
Tricia Carey

Tricia has a Bachelor’s degree in Fashion Merchandising from Marywood University and Associate’s degree in Textiles from the Fashion Institute of Technology. Tricia has held positions in fabric sales and development. Over fourteen years ago she started with Courtaulds Fibers in New York City as Apparel Merchandising Manager for TENCEL®. Lenzing Fibers acquired Tencel Inc in 2004 and Tricia continued her role in downstream marketing for the apparel market. Her global sourcing experience assists brands and retailers to evaluate supply chains and realize effective means of using Lenzing Fibers. Tricia is Vice-Chair at Textile Exchange, a non-profit organization that promotes the use of sustainable textiles. She is on the Advisory Board of Textiles Department for FIT and is also a member of Underfashion Club and Fashion Group International.

Arthur Friedman

Arthur is a senior editor for textiles and trade at Women’s Wear Daily, covering and overseeing WWD’s coverage of the global apparel, manufacturing and sourcing, as well as fabrics and sustainability. In his 24 years at WWD, Arthur has gained extensive experience in the complexities and nuances of the fashion industry, which in addition to his current responsibilities has included ready-to-wear, sportswear, accessories and activewear, as well as labor-management relations. Arthur is also an adjunct professor of history at Montclair State University, from where he received his Masters degree in U.S. History.

Michael Penner

Michael Penner is the President and CEO of Richelieu Hosiery International Inc., a privately-owned manufacturer and marketer of high-quality legwear based in Montreal, Quebec, Canada. Under his leadership, the struggling local hosiery manufacturer has turned into North America’s leading provider of high-quality legwear, with the most diverse international sourcing model on the continent. He is a graduate of Montreal’s McGill University and of Hofstra University School of Law in New York.
Jaana Jatyri

Jaana Jätyri, left her native Finland at age 19 in search of a fashion career. She attended and later graduated from London’s Central St. Martins College of Art and Design. After obtaining her degree, she set up a digital design consultancy which provided designers the ability to become fully computerized. In 2002 Jaana launched her own trend and forecasting consulting firm, Trendstop.com.

Mercedes R. Gonzalez

Mercedes founded and remains director of the fashion industry consulting firm Global Purchasing Companies. Her understanding of the business of fashion began at age 14 when she worked every summer for her uncle’s manufacturing company in the heart of NYC’s garment district. After earning an economics degree from New York University, she went back to work full time with her uncle where she changed the operation of the company by moving production overseas, streamlining the company, and ensuring a stronger bottom line. Today, Mercedes works with designers to build competitive strategies that are the foundations to launching their design ideas. She is regularly featured in industry publications, such as Women’s Wear Daily and California Apparel News, also teaches workshops on successfully starting a fashion line in today’s market at various industry trade shows.

Fran Sude

Fran, a native New Yorker, is the creative force behind Design Options, Inc., the only color and lifestyle forecasting company in Los Angeles for over 23 years. With an extensive background in Retail, Design, Merchandising, and Manufacturing, Fran is an international authority on color and trend forecasting. Her client list reads like a Who’s Who in both the ready-to-wear and home fashion Industries today, with a winning track record amongst retailers, textile converters, and manufacturers…when Fran talks COLOR AND TREND….people listen, very closely! With corporate offices in Los Angeles, New York, and a marketing presence in major cities throughout the world, Design Options is dedicated to bringing Southern California’s unique aesthetic to the world. Its singular cutting edge perspective, coupled with a comprehensive knowledge of the current marketplace, fuels the company’s imaginative products and high-end consulting services.
Shelly Banjo

Shelly Banjo has an MBA from New York University’s Stern School of Business and degrees in Journalism and International Studies from Northwestern University. She speaks Spanish and Hebrew. She is currently a writer for The Wall Street Journal in New York focusing on corporate news with a focus on the retailing industry. Her coverage areas include companies such as Wal-Mart Stores Inc. and Home Depot Inc. and retail industry topics such as big-box stores, e-commerce, global supply chain, labor, and consumer spending.

Edward Hertzman

Edward Hertzman received a degree in economics from NYU and then spent more than a decade working as a top executive for major sourcing companies all over the world, including Synergies Worldwide and Pearl Global. He has partnered with globally recognized retailers and wholesalers all over the world with special expertise in Pakistan, Bangladesh, India and China. He continues to consult widely on sourcing and supply chain matters. Edward sits on the Leadership Board for Fashion Delivers, a charitable organization that channels the resources of the fashion industry to those in need. In 2009, in response to a gaping need in the industry, he founded Sourcing Journal Online. With more than 50,000 subscribers, Sourcing Journal Online is the largest trade journal devoted to the sourcing apparel and textile industry supply chain in the world.

Jessica Schreiber

Jessica Schreiber works for the Bureau of Recycling and Sustainability in New York City’s Department of Sanitation. She manages the City’s apartment recycling programs including re-fashioNYC for textiles, e-cycleNYC for electronics, and the Apartment Building Recycling Initiative. She has a Masters Degree in Climate and Society from Columbia University, which integrates climate/environmental science and communication to foster sustainable development. She co-authors a food blog and plays volleyball in her spare time.
Special thanks to Lenzing Fibers Inc. for the organization of the January 2015 Seminar Program

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**Eric Stubin**

Eric Stubin has over 20 years of industry experience and is the Principal and CEO, of 2ReWear, Inc., a turnkey reuse and recycling solution for apparel and footwear. He is also the Principal and CEO of Trans-Americas Textile Recycling, Inc. which has been in business since 1942, recycling 16 million pounds of textiles waste annually at its Clifton, New Jersey facility. Eric serves as Chairman for the Council for Textile Recycling (CTR) and as Vice President, SMART- Secondary Materials and Recycled Textiles Trade Association.

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**Victoria Almeida**

Victor Almeida, with more than 40 years of experience in all aspects of the textile chain, with expertise spanning from textile manufacturing competence, wovens, knits, non-wovens from fiber to finished consumer products. He has extensive Textile manufacturing management, process control systems and industry technical support of supply chains. Before arriving at Buhler, where he focuses on product development and technical customer support issues and sales, he held positions in technical marketing with Courtaulds and Lenzing Fibers. Victor has a degree in textile engineering from the University of Massachusetts Dartmouth.

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**David Sasso**

David Sasso has a BS in Textile Management from North Carolina State University and has held various positions since 1983 ranging from production planning, manufacturing, engineering, and sales. David’s background is mostly in yarn spinning, but also includes, weaving, and knitting. Since 2001 he has been the VP of International Sales and Marketing for Buhler Quality Yarns, USA with a major focus in establishing retail and brand relationships and integrating ourselves into their supply chains as a major contributor in value added apparel.
Carol Meek

Carol is the owner of the color and trend forecasting company Color Portfolio, Inc. She is the creative force behind the company and brings with her over 20 years of experience in the fashion industry. Carol has an extensive background in retail, product development, and fashion direction in Menswear, Women’s, Children’s and Home. She has worked in the American, European, Asian and South American markets. Carol brings her expertise and background to Color Portfolio creating one of the most successful color and trend companies in the United States. Carol understands the current market place, future trends, and the critical needs of today’s manufacturers and retailers. She is a featured speaker at important trade shows such as Texworld USA, Direction by Indigo and Print Source.

Laurie Pressman

In her role as Vice President at Pantone, Laurie Pressman is responsible for creating the strategic vision and developing the marketing platform for Pantone’s fashion, home, and interiors division on an international basis. With over 20 years experience in product development and merchandising for the fashion and home furnishings markets, Pressman recognizes that color is an intrinsic part of the visual experience and plays a significant role in consumer purchasing decisions. Pressman is involved in the development of Pantone’s color forecasting products, is the managing editor of TONES (Pantone’s color newsletter), sits on the board of the Home Products division at the Fashion Institute Technology, is a vice-chairman of the color standards committee for the Color Marketing Group, and has most recently joined the fashion advisory board of the Savannah College of Art and Design.

Karla Magruder

Karla has been in the textile industry for more than 25 years with global experience ranging from fibers through finished garments. She is currently President of Fabrikology International, a textile consulting firm, specializing in textile sourcing, education and business development. Clients have included technology suppliers, finishing companies, NGOs, brands and retailers. Recent work at Fabrikology includes textile R&D and sourcing, organizing and managing product development teams, setting fabric specifications and developing tradeshows presentations. Karla worked previously with companies such as Asics Tiger Corporation, Burlington Industries and Cargill Dow. She has been a Contributing Editor for Textile Insight since its first issue.