



#### Catalonia o Trade & Investment



# Miami Fashion Trade Mission AGENDA

# Monday, JUNE 4th

#### 9 AM - 1PM TRAINING SESSIONS

- > 9 AM "Istituto Marangoni Welcome Remarks" by Pablo Arbalaez - Director at Istituto Marangoni Miami and Conchita Muñoz - Director at Catalonia Trade & Investment
- > 9.30 AM "Commercial Entry Strategies for European Fashion Brands" by Ms. Flo Monti Owner at The Cocot Showroom
- > 10.30 AM Coffee break
- > 11 AM "Legal Aspects of the Fashion Business: landing strategies and protecting intellectual property" by Mr. Julián F. Montero, attorney at Saul Ewing Arnstein & Lehr LLP
- > 12 PM "Case Study: Desigual Business Development strategy in Florida" by Ms. Raquel Torres Freelance Fashion Consultant & former Desigual USA Sales Representative



Istituto Marangoni Miami

3700 NE 2nd Ave Miami, FL 33137

#### 1PM - 2 PM LUNCH BREAK

## 2 PM - 5 PM RETAIL TOUR

Route 1 >> Atalaye & Sowe

Design District - The Cocot - Brickell City Centre - Lincoln Road

Route 2 >> Tutto Piccolo

Design District - The Cocot - Midtown Mall - Sunset Place

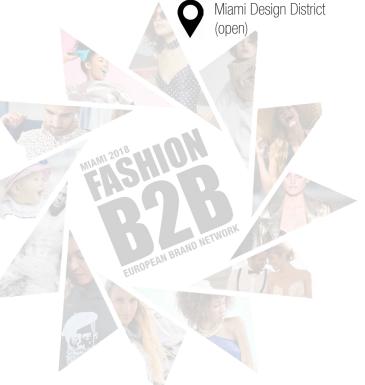
Route 3 >> Seventees, Puro Arte, Karnit Aharoni, Pilar del Campo &

Cecilia de Rafael

Design District - The Cocot - Aventura Mall - Bal Harbour

Route 4 >> Hopaal & Katxi Klothing

Design District - The Cocot - Lincoln Road







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# Miami Fashion Trade Mission AGENDA

## Tuesday, JUNE 5th

#### 9 AM - 1PM TRAINING SESSIONS

- > 9 AM "Miami Fashion Institute- Welcome Remarks" by Asanyah Davidson - Chairperson at Miami Fashion Institute
- > 9.30 AM "Fashion Industry in Miami: a Reality Check / Getting prepared for the B2B" by Ms. Vanessa Lozano Owner at Bright Souls
- > 10.30 AM Coffee break
- > 11 AM "Fashion and Social Media" by Ms. Marta Alonso - Owner at Everyday is August
- > 12 PM "Business in the Fashion Industry" by Ms. Beth Sobol Council of International Fashion Designers and founder of the Miami Fashion Week



Miami Fashion Institute

300 NE 2nd Ave. Bldg. 8 - 6th Floor Miami, FL 33132

### 1 PM - 2 PM LUNCH BREAK

Informal catering will be provided at the Miami Fashion Institute

### 2 PM - 5 PM RETAIL TOUR

Route 1 >> Atalaye, Sowe & Tutto Piccolo Merrick Park - Miracle Mile

Route 2 >> Hopaal, Katxi Klothing, Seventees & Puro Arte Wynwood - Upper East Buena Vista - Brickell City Centre

Route 3 >> Karnit Aharoni, Pilar del Campo & Cecilia de Rafael Brickell City Centre - Merrick Park





#### Catalonia o Trade X Investment



# Miami Fashion Trade Mission AGENDA

## Wednesday, JUNE 6th \_\_\_\_\_

#### 10 AM - 5 PM **B2B EVENT**

- > 10 AM Space set up
- > 12 PM Check in
- > 12.30 AM Brands Presentation (6 brands)
- > 1PM Experience Tapas
- > 1.30 PM Brands Presentation (6 brands)
- > 2 PM Meet the Brands

#### **8 PM GROUP DINNER**

Dinner with all Fashion Trade Mission brand participants and organizers



EAST Miami Hotel

788 Brickell Plaza 38th Floor Miami, FL 33131



Baires Grill

1116 Lincoln Road Miami Beach, FL 33139

## Thursday, JUNE 7th \_\_\_\_\_

#### **OPEN DAY**

Open day for possible meetings with buyers and representatives met at the Fashion B2B event.

### 6 PM - 8 PM NETWORKING EVENT

Business networking event with Miami fashion professionals and entrepreneurs.

Dress code: business casual.



Spanish Consul Residence

3600 Granada Blvd. Coral Gables, FL 33134