

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 Klothng
Design District - The Cocot - Lincoln Road



Miami Design District
(open)



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



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300 NE 2nd Ave.
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2 PM - 5 PM RETAIL TOUR

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

Route 2 >> Hopaal, Katxi Klothng, 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



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



EAST Miami Hotel

788 Brickell Plaza
38th Floor
Miami, FL 33131

8 PM **GROUP DINNER**

Dinner with all Fashion Trade Mission brand participants and organizers



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

