

### Getting Real with Fashion: Emotional Branding; A Fashionista's Guide to Reality TV; and Alternative Fashion Retailing

09.16.2010

#### Fashion Week Seminar

**September 16, 2010**

The Penn Club of New York  
30 West 44th Street  
New York, NY 10036

#### Getting Real with Fashion: Emotional Branding; A Fashionista's Guide to Reality TV; and Alternative Fashion Retailing

**5:30 - 6:30 p.m. - Networking, Hors d'oeuvres, and Cocktails**

**6:30 - 7:00 p.m. - Emotional Branding: What Makes A Brand Today? How Does It Differ From Yesterday's Branding?**

Brands that create a credible, sincere emotional consumer connections are likely to command higher consideration and solidify brand loyalty. This discussion will consider protections to employ and pitfalls to avoid in building a strong and evolving brand in light of key branding trends in the New Millennium.

**7:00 - 7:30 p.m. - A Fashionista's Guide to Reality TV**

Project Runway and America's Next Top Model have made careers and brands. This session will cover what you need to know but may have been afraid to ask in negotiating a reality show deal? What are the pros and cons of being a reality star and how to manage your brand and image while being a reality star or guest?

**7:30 - 8:00 p.m. - Gilting the Brand and Selling It or I Want My DTV: Negotiating Online Sample Sales and Direct Response Television Sales to Consumers**

Recently, sample sales have gone online with Hautelook, Gilt Groupe, Regent's Secret and supported struggling designer while direct response television and QVC and HSN has created fashion superstars. This session will cover what you should consider when faced with opportunities to expand your marketplace and grow your brand.

**8:00 p.m. - Questions & Answers and Additional Networking**

For information about our upcoming Confab-ulous Confabs, please go to our blog at [www.fashionapparellawblog.com](http://www.fashionapparellawblog.com).

*This course or program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1.5 credit hours.*

Questions: Contact Amy Romaker at [aromaker@sheppardmullin.com](mailto:aromaker@sheppardmullin.com) or by telephone at (858) 720-7403.