**Fashion Program (Design 1303.10 and Merchandising 1303.20)**

**Advisory Committee Agenda Thursday, 08/13/2020 6:00 pm – 7:45 pm**

**Industry Representatives/Company Name/Mt SAC Faculty, Deans, and Staff – In Attendance**

**Faculty and Administration**

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| **x** | **Dr. Maria Davis**  Full time faculty and Coordinator  Mt SAC Fashion Program  Department Chair, CSDT | **x** | **Sheila Espy** Full time Faculty  Mt SAC Fashion Program | **x** | **Dawn Finley**  Career Services Specialist Business Division, Mt SAC |
|  | **Jennifer Gailbraith** Dean  Business Division |  |  |  |  |

**Industry Board Members – Merchandising (TOPs Code 1303.20)**

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| **x** | **Gail Stratton**  Planning and Allocation Specialist |  | **J. Carlos Porras**  Planner - ZSupply Inc. | **x** | **Estella Rivera**  Product Management Roxy/Quiksilver - Boardriders |
| **x** | **Simone Rybovic**  Director of Planning  Alo Yoga | **x** | **Allison Cervera** Global Senior Merchandiser: Women's Accessories - Forever21 |  | **Jennifer Rhee** Brand Consultant Milky Agency |
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**Industry Board Members – Design and Related Technologies (TOPs Code 1303.10)**

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| **x** | **Teresa Becker**  Owner and Designer Heart of Haute Adjunct Faculty and Industry Specialist |  | **Kit Kwok** CAD Patternmaker &  Adjunct Faculty (AMM Program, Cal Poly) |  | **Victoria Zodda**  Kellwood Industries – Democracy Brand (Tech Designer) |
|  | **Valerie Valentin** Associate Technical Designer  Democracy  Kellwood Industries | **x** | **Arles Cortez** Associate Technical Designer  Democracy  Kellwood Industries | **x** | **Vihn Tat** Production Manager and Sales  Kellwood Industries |
| **x** | **Summer Davis**  Kellwood Industries – Democracy Brand (Tech Designer) | **x** | **Cody Beatty** Assistant Technical Designer  Hybrid Apparel | **x** | **Donna Bright**  Production Manager Heart of Haute Adjunct Faculty and Industry Specialist |
| **x** | **Estella Rivera**  Product Management Roxy/Quiksilver - Boardriders |  | **Roshena Chadha** Technical Design, Production, Technical Designer, Patternmaker and Owner Shawl Dawls | **x** | **Riona Lee**  Production Manager  Kellwood Industries |
|  | **Candace Dozer** Production & CAD Design and Patternmaking Specialist Gerber Technologies |  | **Marina Tellez** Senior CAD Technical Designer and Patternmaker  Style CAD USA |  | **Michael Cohen**  Senior Production Manager  Kellwood Industries |

**Minutes**

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| **Agenda Item** | **Discussion and/or presentation** | **Outcome and Minutes** |
| **Welcome, Introductions and Data Report (6:00 – 6:05pm)** |  |  |
| Welcome Statement –  Maria Davis | Welcome Statement | Dr. Davis gave a welcome statement. |
| **New Online Program Certificates - (6:05 – 6:15 pm)** |  |  |
| Merchandising  (including Retailing and Planning) | ***New online certificate #1: Fashion Retailing Fundamentals (13 units)***  - FASH 8 Introduction to fashion  - FASH 59 Fashion Retailing  - FASH 62 Retail Buying and Merchandising  - FASH 63 Fashion Promotion | Approved |
| Design (including Product Development & Production) | ***New online certificate #2: Fashion Design Fundamentals (12 units)***  - FASH 8 Introduction to Fashion  - FASH 9 Fashion History  - FASH 17 Textiles  - FASH 25 Computer Aided Fashion Illustration | Approved |
| **Advisory Input – Merchandising**  **(6:15- 6:50pm)** |  |  |
| Simone Rybovic  Merchandiser and Planner | ***-Where the customer is spending their money:***   * Home products * Athleisure , Home Workout Equipment/Online workout programs   ***-Companies need for adaptability***:   * Producing masks, Quick Changes in product assortment, Factory/Mill closures, Wholesale order cancellations   ***-Challenges of Brick and Mortar:***   * Customers need to feel safe and state requirements , * Reduced staff to service customers ,Reduced sales from reduced traffic * Reduced hours of operation and/or continued closures, Pivot to Store Pick Ups   ***-Online:***   * Customer moved to online shopping * Pivot marketing strategies, High volume of orders putting stress on Distribution Center with new state requirements * Stress put on delivery companies and timing of shipments   ***-Future:***   * Holiday season and COVID preparation , Will this change the customer shopping permanently | Discussion included shared experiences with delayed materials (due to overseas issues), cancelled orders, and staff reduction |
| Allison Cervera  Merchandiser | See page 8 – submitted Powerpoint as part of discussion  ***Workplace***   * Transition to working from home and challenges in industry * Decline in retails * Shifts in consumer clothing preferences * Supply Chain delays (most apparel raw materials are sourced overseas)   ***Black Lives Matter***   * Corporations addressing public outcry * Diversification of management teams * Mentorship programs * Diversity in marketing | Discussion included shared experiences with transitioning to working from home and approval of *Black Lives Matter* corporate support |
| **Advisory Input – Design & Related**  **(6:50- 7:30pm)** |  |  |
| Cody Beatty  Technical Designer | ***Emphasis on software needs for industry employment:***   * 3D Software including CLO 3D and V Stitcher are industry staples * CLO 3D and V-Stitcher is highly necessary for fashion design students and is the latest technology * Companies seeking proficiency in 3D software even at entry level | Discussion included technology in the industry |
| Roshena Chadha  Technical Designer | ***Emphasis on small business shift:***   * Small business shifted to mask production * Supply chain delays, many materials unavailable to fill orders | Discussion included supply chain delays |
| Estella Rivera  Product Developer | ***Roxy Technical Designer-Job flow***   * Meet with Design team to handover pattern requests for new seasons-review fabrications/inspiration photos. * Create measurement chart to send to our HK product development team to start prototypes (protos) with vendors. * Vendors send over protos for fit review. * All comments are sent back by Tech Designer with photos on models or mannequin. * Very detailed comments are made along with any photos showing where things need to be updated. * We can reject samples and see again. * Stages-Proto/PP/TOP * Any pattern/grading updates are done in HK office by Tech team. |  |
| Riona Lee  Technical Design and Production | ***Updates to Workplace Environments due to Covid-19:***   * Furloughs * Heavier workload because of short staffing * Transition to working from home, zoom meetings * Spaced out working spaces and plexiglass, masks required * Temperature check requirements to go into office   ***Production:***   * Cancelled order, excess inventory * Customers placing new orders but may be cancellations because if uncertainty * Customers asking for larger discounts on inventory | Discussion included customer orders and potential cancelations |
| Michael Cohen  Senior Production Manager | ***3D Software – CLO 3D:***   * Kellwood has purchased CLO for Our 3D design Program to process 3D images to our clients (CLO is a great 3D design based software) <https://www.clo3d.com/> * Initially requested by Target to do some testing at first and now we are implementing a full image via CLO 3D to Target and will start a program with Kohl’s shortly. * We have implemented Pattern making into the 3D processing Patterns from Gerber into ClO 3D and then draping the pattern in 3D * We only purchased 3 workstation’s first for the design team another for tech design and the third for Pattern making this is only in one of our divisions we use for Target   ***GERBER SOFTWARE:***   * Still working to have Kellwood on track with the Gerber 3D V-sticher * It would also be a great benefit to the company for the samples we process in our sewing room and testing of   draping at the pattern making stages before the 1st samples ever go to the buyers and can be perfected.  ***Business Overall at Kellwood:***   * Kellwood’s Business has changed with the corvid Pandemic we have reduced our staff by 30% or more * Trying to get the Vendor on board in the pattern making process before we start production as when before we would process all first through production patterns in house.   ***Consider including course topics that emphasize the following:***   * How to curb the garment industry into a future of sustainable fashion * The movement away from fast fashion? * The dangers of fast fashion to the environment * The power of small business and specialty stores like tailors, cutters, and sewers, will be the direction of the future? * How mass production pulls business away from America and the harm it does to the economy * Brief history of the American Garment Industry | Input was emailed in and aligns with same topics Cody Beatty discussed at the meeting |
| **Funding Requests**  **(7:30 – 7:40pm)** |  |  |
| Requests (2021 – 2022) | -Classroom and instructional supplies including software  -Embroidery machine (with Digital Software for Customized Designs)  -Digital Knitting Machine  -Textile Fabric printer  -Equipment (purchase new if necessary and repair parts on current)  -Student workers / tutors  -Faculty software training including (but not limited to) GERBER and CLO 3D  -Conferences and faculty seminars (including travel)  -New software including (but not limited to) GERBER and CLO 3D  -New hardware and software updates  -Guest speakers  -Hiring professionals for special projects  -Professional fashion photographer for portfolio photo shoots  -Library: Assets, book, trade publication, and magazine subscriptions.  -Plotter (print CAD patterns) | Approved |
| **Thank You**  **(7:45 – 7:45pm)** |  |  |
| Thank you and Goodbyes | Thank you and Goodbyes | Thank you and Goodbyes |

