CENTER FOR BUSINESS OF FASHION

Annual Research Conference

2020 Virtual Program
September 21, 2020
The Future of Fashion: Training Chief Fashion Officers®

About the Center

The Center for Business of Fashion (CBF) is a research and industry institute dedicated to the development of research, best practices and education in the business of fashion. Our mission is to develop and shape a new breed of leaders in the fashion and luxury industries in its mission to develop a new subfield of academic research, integrating the various business schools disciplines and their joint application to the luxury and fashion industries. Our business of fashion research initiatives are cross-disciplinary, covering the many facets of the industry—including accounting, information systems, business law, finance, management, entrepreneurship, marketing and fashion industry supply chains—with the ultimate goal of increasing productivity, removing inefficiencies and buttressing the entrepreneurial efforts of designers and creatives in this space. The CBF has a particular interest in investigating the evolution of the global fashion business, including advances in technology and enterprise asset management (EAM), labor and human rights compliance and other factors creating new industry dynamics.

Correspondence regarding membership and other business aspects of the CBF should be addressed to:

Dr. Tavy Ronen
Associate Professor of Finance and Director of Business of Fashion Programs & The Center for Business of Fashion, Vice Director of Whitcomb Center for Research in Financial Services
973.353.5272 | tronen@business.rutgers.edu
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Agenda

9:00–9:15 am
ROOM A

Opening Remarks
Provost/Executive Vice Chancellor Ashwani Monga
Rutgers Newark

Dean Lei Lei
Rutgers Business School - Newark and New Brunswick

9:15–10:00 am
ROOM A

Morning Plenary Session
CFO’s Perspective: Lessons Learned During the Pandemic
MODERATOR
Anthony Lupo, Arent Fox
– Donatella Bordignon, Alexander Wang
– Rich Naranjo, Kering Americas
– Eduardo Perez, Saint Laurent Americas

10:00–10:15 am

Coffee Break

10:15–11:00 am
PARALLEL SESSIONS IN ROOM A & ROOM B

SESSION A
Social & Corporate Responsibility
SESSION CHAIR
Tavy Ronen
Rutgers Business School

Fashion in Lockdown
Liz Barnes
Manchester Metropolitan University
COAUTHORED WITH
Helen McCormick
University of Manchester

The Consumer Imaginary: Labor Rights, Human Rights, and Citizen-Consumers in the Global Supply Chain
Kevin Kolben
Rutgers Business School

Discussant
– Nathan Fleisig
Outerstuff Ltd

SESSION B
COVID-19 Impact on Retail Real Estate
MODERATOR
Anthony Lupo
Arent Fox

– Ewa Abrams
Kering Americas
– Lesley Horton Campbell
International Council of Shopping Centers (ICSC)
– Richard Johnson
Odyssey Retail Advisors
Agenda

11:00–11:15 am
Break Out Rooms for Post-Session Discussion

11:15 am–12:00 pm
PARALLEL SESSIONS IN ROOM A & ROOM B

11:15 am–11:30 am
PARALLEL SESSIONS IN ROOM A & ROOM B

12:00–12:45 pm
ROOM A

SESSiON A
Customization in Luxury
SESSION CHAIR
Tavy Ronen
Rutgers Business School
Customization in Luxury Brands: Can Valentino Get Personal?
Emanuela Prandelli
Bocconi University
COAUTHORED WITH
C. Page Moreau
University of Wisconsin-Madison
Martin Schreier
WU Vienna University of Economics and Business
Silke Hieke
Digitalberatung GmbH
Q&A

SESSION B
How Consumer Behavior Has Changed Post-Pandemic
MODERATOR
William Gunn
Johnson & Johnson Consumer Health
− Kristina Durante
  Rutgers Business School
− Federico Turconi
  Gucci North America
− Arthur Zaczkiewicz
  Fairchild Media
  Women's Wear Daily

12:00–12:45 pm
ROO M A

Plenary Session II
Supply Chain & Sustainability
MODERATOR
Rick Relinger, PVH Corp
− Arash Azadegan, Rutgers Business School
− David Belasco, The Levy Group
− Amy Hall, Eileen Fisher
− Sophie Weitzman, PVH Corp

12:50–1:00 pm
Closing Remarks
Beverly Aisenbrey