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# International Trade & Marketing



## Your Head-to-Toe Guide to Ethical International Fashion and Non-toxic Beauty

Wednesday, November 11, 2015

9:15 a.m. – 10:45 a.m.

FIT's Employee Dining Room, Dubinsky Student Center,  
8th Floor Alcove

Attend online at [fitnyc.edu/itm](http://fitnyc.edu/itm)

Speaker:

- Ms. Kate Black, Founder and Editor-in-Chief of Mognifeco.com

Our distinguished guest speaker will highlight how the fashion industry's reputation for international social responsibility can be elevated through brands and designers leading the way so that consumers can make more ethical choices and feel better about what they wear.

Program by:

- Professor Christine S. Pomeranz, ITM Chairperson, FIT

Fashion Institute of Technology/SUNY . 27th Street at 7th Avenue, New York City

The Fashion Institute of Technology's Department of International Trade and Marketing (ITM) offers a two-year Bachelor of Science in International Trade and Marketing for the Fashion Industries degree with Asia and Latin America Minors in Liberal Arts. ITM requires a minimum qualification of an Associate in Applied Science degree for applicants.

ITM aims to prepare students for management positions in international trade and global fashion companies. Currently on its eighteenth year, the program has 300 students and over 1,400 graduates.

ITM offers core courses in International Trade, International Business Transactions, Import/Export Regulation, Global Marketing, and Global Sourcing as well as electives in International Marketing Research, International Logistics, International Corporate Responsibility, Global Marketing of Luxury Brands, Export Promotion Marketing, International Management, International Trade Law, International Finance, and International Business Strategies and Fashion Law, and the International Trade Practicum.

In completing a minimum of 66 credits to earn the degree, students develop a global perspective as well as skills in critical thinking, decision making, teamwork, communication, and project management.

In addition, through the support of ITM's dedicated advisory board, students are exposed to guest lectures, as exemplified by the Talking Trade @ FIT guest lecture series, which is currently on its seventeenth season, field trips, study abroad program, internship and mentoring programs, student governance, community volunteer programs, and fundraising activities. The program also offers the Emerging Markets guest lecture series targeted to industry.

It has an impressive faculty who come from and have taught and/or lectured in at least six continents.

With its growing array of business partnerships with premier global fashion and import/export operations, ITM is well positioned to strengthen its role in educating the future leaders and shapers of the fashion related industries.

ITM graduates have started their careers as coordinators or managers or directors in global marketing, sales, management, sourcing, logistics, freight forwarding, licensing, sustainability, compliance, customs, education in international trade companies or agencies and global fashion companies.

For further information, please see <http://www.fitnyc.edu/ITM> and/or contact [Christine\\_Pomeranz@fitnyc.edu](mailto:Christine_Pomeranz@fitnyc.edu)

The program is available through face-to-face classes or a combination of face-to-face and online classes or fully online.

## Moderator:



**Prof. Guillermo Jimenez**, Fashion Institute of Technology, International Trade & Marketing (ITM)

Professor Guillermo Jimenez is an international trade specialist trained at Harvard University (B.A.) and the University of California -- Berkeley (J.D.). A former Head of Division at the International Chamber of Commerce (ICC) headquarters in Paris, he has published two books and numerous articles on international trade topics, and has lectured in 35 countries. While at the ICC, he managed the international committees of experts which draft the rules governing letters of credits and Incoterms. He has collaborated with, and addressed meetings of, various inter

governmental organizations, including the World Trade Organization, the European Commission, the Organization for Economic Cooperation and Development, the United Nations Commission on International Trade Law, and the Institute for the Unification of Private International Law. He has previously taught at the University of California -- Berkeley, the Ecole Supérieure de Commerce de Lyon, and the Institute for International Management (Paris). His consulting clients have included I.B.M., the National Commercial Bank of Saudi Arabia, and the Jordan Shipping Association.

## Guest Speaker:



**Ms. Kate Black**, Founder and Editor-in-Chief of [Magnifeco.com](http://Magnifeco.com)

Kate Black is the founder and editor-in-chief of [Magnifeco.com](http://Magnifeco.com), the digital source for eco-fashion and sustainable living. Kate is also the founder of [EcoSessions®](http://EcoSessions.com), a global platform bringing together designers, industry and consumers to discuss change. She is regularly featured on the [Huffington Post](http://HuffingtonPost.com) and is highly in demand as a speaker on ethical fashion at regional and national green living events. Her book *Magnifeco: Your Head-to-Toe Guide to Ethical Fashion and Non-toxic Beauty* was released in September.

***Book signing immediately following***