



CENTER FOR BUSINESS OF FASHION



RUTGERS

Business School
CENTER FOR THE
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:

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Executive Editor Strategic
Content Development
Fairchild Media Women's
Wear Daily

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

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 Zaczekiewicz**
Fairchild Media
Women's Wear Daily

12:00–12:45 pm
ROOM 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