

Artisan & Handmade Seminar Series at NY NOW Feb 5-7 2017

Seminars are held on **Level 1 in Room 1A03** of the Javits Center. Attendees can register online at nynow.com/the-market/programs

ByHand Consulting and HAND/EYE Fund, in partnership with NY NOW, offer a unique seminar program to share best practices in design, marketing and promotion of handmade products. For those new to working with artisan products to companies with established markets looking for new information, our seminars offer unique insight from market experts into how to increase sales of artisan products.

Sunday, Feb 5

8:30-10:00AM

Importing 101: Everything you always wanted to know about importing but were afraid to ask.

ByHand Consulting co-founder Colvin English and Phoenix International Business Logistics president Phil Hobson outline the nuts and bolts of import practices.

12:30-2:30PM

Handmade Futures Workshop: Create your own color palette for 2018.

Following a Spring-Summer 2018 presentation from trend and color forecaster and HAND/EYE Magazine founder Keith Recker, create your own innovative color palette to drive visual innovation into your business. Fabric swatches and materials will be provided. Workshop is limited to 40 participants.



Monday, Feb 6

8:30-10:00AM

Importing 101: Everything you always wanted to know about importing but were afraid to ask.

ByHand Consulting co-founder Colvin English and Phoenix International Business Logistics president Phil Hobson outline the nuts and bolts of import practices.

12:00-1:00PM

Crafting Your Brand: How to shape a successful artisan brand.

Clarity about your brand as a whole helps shape every marketing effort you undertake. Hear from ByHand Consulting expert, Marcella Echavarría, about how to create a strong, simple and compelling brand to convey the value and authenticity of artisan products – and how to use it!

1:30-2:30PM

Designing for Success: Translating market trends into profitable artisan products.

Product designer Andrea Miranda Salas shares her insight into product development with overseas artisan groups. Andrea's experience with West Elm and Ralph Lauren helps demonstrate how to merge contemporary designs with the artisan and handmade sector, focusing on the design process and the exploration and manipulation of materials.

Tuesday, Feb 7

12:00-1:00PM

Panel Discussion:

The Future of Handmade

ByHand Consulting & HAND/EYE Magazine will moderate a panel of retailers and designers to explore the future of consumerism and opportunities for handmade products. What will drive consumers in the years ahead? How will they spend their money? What will they look for in products? How can retailers translate this into sales? Panelists will include Jennifer Gootman from west elm, Genna Gershkow from Globeln, Christina Bryant from St. Frank and Lori Fox from foxLOR.



Gone Rural

1:30-2:30PM

Handmade Marketing: Communicating your impact through story

Kirsten Bunch of Storied Global shows how video stories are a powerful way to endear consumers to your brand. Learn how to leverage your unique handmade story using authentic, personal videos to make an emotional connection with your customers. Whether you are trying to start a movement or show your beautiful craft, you need to tell your story if you want people to follow you.

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