

# Artisan & Handmade Seminar Series at NY NOW Aug 20-23 2017

Seminars are held on **Level 1 in Room 1A03** of the Javits Center. Attendees can register online at [nynow.com/the-market/programs](http://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, Aug 20

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.

12:30-2:00PM

**Handmade Futures Workshop: Create your own color palette**

Color influences consumer purchasing decisions and is an important tool to crafting your brand. Hear from color forecaster and HAND/EYE Magazine founder Keith Recker about future color and design trends related to handmade products. Using trends as inspiration, create your own unique color palette to drive visual innovation into your business. Fabric swatches and materials will be provided. Workshop is limited to 40 participants.

Rarity Handbags



## Monday, Aug 21

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

**Applying Design Thinking to Artisan Products: How to design products with maximum impact**

Design Thinking is a method for practical, creative problem-solving and a useful tool for artisan enterprises. Learn how artisan brand Anchal embraces design thinking to create innovative and strategic solutions with their partners in India and Louisville, KY through employment opportunities, products and markets that support women's empowerment. Be inspired to apply design thinking to your own business in developing products and creating unique marketing approaches.

1:30-2:30PM

**The Handmade Market Today: Understanding the trends behind the growing interest in handmade products**

Handmade products from American designer-makers and global artisan brands are a top trend at NY NOW. ByHand Consulting's founders, Karen Gibbs and Colvin English, share their research on the expanding interest in handmade products. Learn about consumer trends and purchasing habits that are influencing sales of artisan products. Understand how to apply this market research to your business and marketing.

## Tuesday, Aug 22

12:00-1:00PM

**Identify Your Customer: How to build a tribe of loyal customers and grow your brand**

Have you ever wondered how some brands just seem to have their finger on the pulse, perfectly anticipating what their customers want and need? They know that the secret to building a thriving, relevant brand is understanding who their target customers are, and building a message, product, and experience to meet their unique needs. In this interactive workshop, business coach and consultant, Justine Clay will share a step-by-step guide to create your target customer avatar and make a plan to connect with them on, and off-line.

1:30-2:30PM

**Best Artisan Practices: The mysteries of ethical compliance & the expectations of brands**

While standards are in place that protect the rights and wellbeing of factory workers, there is a lacking standard across the industry as to what constitutes ethical compliance in the decentralized supply chains that most artisans and home-based workers are a part of. Recognizing the cottage industry and home work production model as critical for artisans, non-profit Nest and its Steering Committee of brands including West Elm, Patagonia and Eileen Fisher have created a set of standards specifically tailored to the needs of producers working in these types of supply chains.

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