



## DIGITAL ILLUSTRATION

**SATURDAY, FEBRUARY 27, 9 am-3 pm**

w/ Phil Padilla, senior designer  
Columbia Sportswear, \$132

It's the future. Grab your I-pad & learn to create beautiful fashion illustrations. Turn your hand sketches into a finished digital concept sketch. Get ready to join the ranks of professional illustrators.

Draw garment images digitally - as expected in today's rapidly changing world

- Create garment poses proportionally.
- Render garment and fabric types in a variety of digital tools.
- Demonstrate digital illustration skills suitable for online portfolios, technical packages and presentations.

\* This in-person class is offered only once a year. \*

## GET YOUR GRANT!

By completing PFI's apparel business program you are on the path to \$4,000 matching IDA grant from Mercy Corps' NW. Visit [www.pfi.edu](http://www.pfi.edu)

**Trying to break into fashion? Then you've come to the right place. Here's what you need to know!**

**Portland Fashion Institute** is a school for those in the apparel industry and those who want to be. Our goal is to create and improve apparel skills and apparel business skills. You'll get:

- Business classes focused on starting and succeeding in your apparel business.
- Access to industry insiders and information.
- Classes on fashion design and construction.
- Mentors and coaching.

### Ask about our:

- Three certificate programs in apparel design, apparel entrepreneur and technical developer to get you into the right jobs.
- Our many classes for those who don't need or want a degree.
- Our students who've gone on to success!

## Apparel Business Consultations

Need advice? Need help with product development and refining your ideas? Need help finding the right sources for your fabric and labor? All sessions are one-on-one with the appropriate experienced apparel professionals. Thanks to our non-disclosure policy, your ideas are safe with us.

### Portland Fashion Institute

2111 NE 43rd Ave.

Portland OR 97213

1 block north of NE 42nd & Sandy & the #12 bus

7 blocks from the Hollywood MAX station

### Register for classes at:

[www.pfi.edu](http://www.pfi.edu)

**(503) 927-5457**

**Start here to succeed in the business of apparel**



JANUARY 23, MARCH 20

**FUTURE OF FASHION - SELLING WHOLESALE**  
with Jena Nesbitt, product strategy director, PCF



FEBRUARY 6, 13, 20

**EXCEL - COSTING & PRICING - SOURCING**  
with Dana Ditto, sourcing manager, Nike



MARCH 27

**SOCIAL MEDIA MARKETING**  
with Rebecca Russel, SM mgr, Wieden + Kennedy

**Business Classes 2021**

PORTLAND  
FASHION  
INSTITUTE

**January 16**

## **Start an Apparel Business**

*Karen Spencer, business strategist/  
MercyCorps NW and Sharon Blair, Portland  
Fashion Institute*

Learn the basics of setting up your apparel business: How to protect your name, set up your infrastructure, deal with the city, state and taxes, do business with other apparel businesses, find out about EIN, RN other acronyms, regulations – and financing.

**January 23**

## **Future of Fashion**

*Jena Nesbitt, product strategy director, PCF*  
With so much change in the economy, how does the industry know what will sell in the future? Learn to identify sources of research, analyze past trends and apply findings to predict the future. Students learn about the many tools and how to analyze trends. They will analyze data collection strategies for choosing fibers, fabric, color, silhouettes and sales techniques.

**January 30**

## **Get Noticed! PR techniques**

*Kim Bedwell, sr vice president, FLM PR*  
Get coverage from bloggers, and the news media while learning the four basic tips for visibility. Kim will guide you through how to make contact with media and when they would like to hear from you. Then she'll talk about how to get ready for your conversation.

**February 6**

## **Excel for Apparel Professionals**

*Dana Ditto, sourcing manager, Nike*  
You must know Microsoft Excel to manage your costs, track your business and to create a spec sheet. In this class, you will learn how to create formulas & calculations, spreadsheets, a cost sheet, a tech pack, measurement charts & grade rules.

# **THE APPAREL ENTREPRENEUR SERIES**

**Saturdays, 10 am-1 pm**  
**\$65/class, \$680/series**  
[www.pfi.edu](http://www.pfi.edu)

**ONLINE! You'll get useful  
handouts+bonuses+lots of interaction**

**February 13**

## **Costing & Pricing**

*Dana Ditto, sourcing manager, Nike*  
What do things really cost? How much should you spend on fabric? Notions? Tools? Learn a costing strategy that will allow you to plan what you can afford. Find out how much to charge for your product. *Pre-req: Excel*

**February 20**

## **Sourcing 101**

*Dana Ditto, sourcing manager, Nike*  
Where will you get your fabric and labor? Answer your questions about where to buy locally, regionally and nationally plus the the pros and cons of going overseas. Discuss duty, quota, agency fees, customs, NAFTA/CAFTA/WTO and going to textile markets. *Pre-req: Costing & Pricing*

**February 27**

## **Contracting Basics for Apparel**

*Owen Schmidt, contract attorney*  
Interpret phrases such as "satisfaction guaranteed," "best efforts" and more. Know what you are reading before you sign a contract with a manufacturer, sales rep or buyer. Know what *should* be in a contract. Prepare your own contracts for you to use to run your business.

**March 6**

## **Working with Production**

*Jason Calderon, product developer, IVL Collective*  
There are 25 production houses in the Portland area. But independent designers can't find them or get them to return calls. That's because quality production houses are busy and won't waste time with you if you don't know how to talk to them. Find out what you need in order to get your product sewn.

**March 13**

## **E-Commerce Concepts**

*adidas USA*  
Learn the concepts behind creating a successful online and direct-to-consumer (DTC) business. Explore e-commerce applications to buy and sell goods or services using the Internet, the transfer of money and AI data to execute these transactions with success. Make choices in shopping cart software and fulfillment.

**March 20**

## **Selling Wholesale**

*Jena Nesbitt, product strategy director, PCF*  
Learn how to approach stores and enter a wholesale relationship. If you've never sold to a store before, this class will help you make your first impression a good impression. If you've been trying to sell without success, you will learn tips for turning it around. End the class with a game plan.

**March 27**

## **Social Media Marketing**

*Rebecca Russell, social media strategist, Wieden + Kennedy*  
Get the secrets of how to use Instagram, Facebook, Pinterest and Google+. Engage potential customers and build a brand. Discover the words, tags and new rules of marketing to promote your business.