

## Speakers Profiles



**Mr. Bruce E. BERGSTROM**

VP, Vendor Compliance  
Li & Fung (Trading) Ltd.

Mr. Bruce BERGSTROM is the Vice President of Vendor Compliance at Li & Fung based in Hong Kong, and is responsible for labour, health and safety, and environmental standards.

Li & Fung is the world's leading consumer goods supply chain management company, managing the supply chain for retailers and brands worldwide. Headquartered in Hong Kong, the group services its customers globally through a sourcing network of over 80 offices in more than 40 economies.

Bergstrom has been with Li & Fung for ten years. In addition to his duties of supplier governance, management and development, he is also responsible for championing and integrating sustainability into Li & Fung's global operations. Bergstrom works very closely with Li & Fung's many customers to support and contribute to the ongoing development of their sustainable supply chain strategies.

Prior to working at Li & Fung, Bergstrom worked for Bureau Veritas, where he was Operations Manager in their Consumer Products Inspection Division in Hong Kong. He holds an MBA degree from the University of New South Wales in Australia and is currently pursuing a PhD in Business Administration at the University of South Australia. Bergstrom has lived and worked in Asia for 19 years and has travelled extensively throughout the region.

## Speakers Profiles



### **Ms. Mary Yan Yan CHAN**

Director  
*StyleCentral Ltd*  
Exclusive Agent, PeclersParis

Ms. Mary CHAN is the Founder and Director of *StyleCentral Ltd.*, a multi-faceted company and a business partner of PeclersParis.

As a Magna Cum Laude graduate of the Fashion Institute of Technology Fashion Design and Fabric Styling BFA programme, Chan understands the fashion industry and honed her skills during her years working on Fashion Avenue in New York City on graduation.

PeclersParis is a Trends, Style and Innovation Consulting Agency that works with leading multinational brands to develop the most desirable innovative ideas, both in terms of marketing concepts and product, for consumer goods industries.

The company's intuitive, multi-sensorial work processes place creativity at the heart of innovative brand strategies and product development. It provides prospective and transversal ideas in offering tangible recommendations to all consumer goods industries in terms of major trends, colours ranges, materials, forms and more.

Today, this expertise is ideal for those brands that consider the fashion world a source of inspiration that can enrich their emotional experience with their clients. The publications offered by PeclersParis offer a "ready-to-wear" approach to design and product development.

The company also advises retailers, brand owners, trading and sourcing companies, and manufacturers on the trend forecast and marketing services critical to their product development and marketing stages.

In addition, it provides tailor-made solutions for clients who need to maximise their return on investment by anticipating future trends that meet their brand positioning and sales turnover profiles.

PeclersParis is a member of the FITCH Global Studio and A WPP Company.

## Speakers Profiles



**Mr. Devangshu DUTTA**

Chief Executive  
Third Eyesight

Currently based in New Delhi, India, Mr. Devangshu DUTTA is chief executive of Third Eyesight, a specialist consulting firm focused on the consumer products and retail sector, and managing partner of PVC Partners, an investment firm.

Third Eyesight's clients include market and brand leaders with annual sales of over US\$80 billion. Third Eyesight provides support in the areas of corporate and market strategy, market entry and new business start-ups, sourcing and supply chain management, strategic alliances, and mergers and acquisitions, and through operations projects.

Since 1990, Dutta has held senior and top management positions in retail and management consulting organisations in India and internationally, and also co-founded a supply chain solutions company.

Dutta writes regularly and is frequently invited to speak at premier industry events internationally. He is also an active member of The IndUS Entrepreneurs (TIE), a global network whose objective is to promote entrepreneurship.

Dutta contributes to professional education through guest lectures at management education institutes. He also serves on the industry advisory boards of the University of Delaware's Department of Fashion and Apparel Studies (Newark, USA) and the AEPC Institute of Apparel Management (India), on the external board on behalf of Nottingham Trent University with the Pearl Academy of Fashion (India), and other institutions.

## Speakers Profiles



### **Ms. Jayne ESTÈVE CURÉ**

Fashion Expertise Consultant

Jayne Estève Curé Fashion Consulting Agency

Brought up between England and France, Ms. Jayne ESTÈVE CURÉ has a multidisciplinary educational background in the arts. After completing her Master's at l'Institut Français de la Mode in Paris (IFM), she founded a company with the young Parisian fashion designer Olivier Guillemin, working for several years and gaining solid experience in the business of international fashion in Europe, the USA and Asia. Simultaneously specialising in strategic fashion marketing and studies, Curé worked for several international companies, including the Chargeurs textile group and Lener Cordier, for whom she helped to re-position their ready-to-wear women's wear brand Les Chemins Blancs.

For the past 15 years, Curé has taught fashion marketing, the management and development of products, fashion culture (fashion history, contemporary fashion and fashion trends) in some of the best international schools, including IFM, l'Ecole Nationale des Arts Décoratifs, Studio Berçot in Paris, and the Bangkok International Fashion Academy, the Ravensbourne School of Art & Design and the Winchester School of Art & Design in England.

In 2004, Curé launched her own fashion expertise consultancy agency, based in Paris, which includes marketing and development strategy consultancy, coaching, and the conception and organisation of conferences and professional training programmes.

Curé's consultancy activity has included specialised strategic studies for French institutions, such as the Ministère de la Culture and the Institut Mode Méditerranée, as well as for the French town of Lille on "creating a fashion incubator for young European fashion designers". In 2008, she was appointed fashion and marketing consultant for the Fashion Access accessory trade fair in Hong Kong.

Curé has developed several made-to-measure professional training courses for leading international companies, such as Le Printemps department stores, Citadium Paris and Li & Fung in Hong Kong. Her agency also organises fashion culture conferences and specific events, including personal shopping and expertise.

She regularly joins forces with Olivier Guillemin, President of the French Colour Committee (for which she is in charge of international relations) on projects on fashion marketing strategy.

## Speakers Profiles



**Mr. Olivier GRAMMONT**

Managing Director  
Francs-Bourgeois (Intl) Ltd.

A native of France, Mr. Olivier GRAMMONT has a diploma in business and design from a Paris school.

With 15 years' experience exporting French brands of cosmetics and clothing all over Asia, Grammont settled in Hong Kong in 2002 and established a joint-venture with a handbag factory in China. He has since developed a range of leather handbags, and creates collections for several brands from France, Japan, Australia and other countries.

Last year, Grammont created his own brand, "Francs-Bourgeois", that uses only natural leather. The brand reflects the new "bobo" (bourgeois-boheme) attitude in France, which respects the environment.

## Speakers Profiles



**Mr. Michael LAVERGNE**

Director-Asia

Worldwide Responsible Accredited Production (WRAP)

Mr. Michael LAVERGNE is the current Asia Director for Worldwide Responsible Accredited Production (WRAP), a ten-year-old US-based non-profit dedicated to the certification of lawful, ethical and humane manufacturing, and now the leading social/environmental certification standard for consumer products manufacturers.

With a long and successful career in the apparel industry, Lavergne has lived and worked in Latin America, Asia, North America, Africa and the Middle East in supply chain/sourcing/product development/social compliance roles for a diverse group of multinational companies, including Sara Lee Branded Apparel, Wal-Mart Stores, the Kellwood Corp and Bureau Veritas.

Lavergne now heads up the Asia office of WRAP, focusing on providing IRCA-accredited training to social systems auditors, managing the integrity of certified factories/service providers, and in providing education and awareness of social and environmental issues to the industry.

## Speakers Profiles



**Mr. Hong LEE**

Regional Marketing Manager, Asia Pacific  
Control Union Certifications, The Netherlands

Control Union Certifications has extensive experience in a variety of sustainability certification programmes, including Organic, FSC and Sustainable Textiles. In the Asia Pacific, Mr. Hong LEE is responsible for conducting all marketing activities in these regards.

In his current position, Lee has gained vast knowledge and expertise in the requirements and requests of brands, retailers and manufacturers concerning sustainability and certification. In addition to collaborating with key players in the textile industry, he was also one of the developers of the first recycled textile standards worldwide – the Global Recycle Standard.

Lee is also a frequent speaker on the topic of sustainable textile certification at the Vocational Training Centre, and has been guest speaker for the Master’s programme in Global Fashion Management at the Hong Kong Polytechnic University.

As a member of the certification advisory council of the Organic Exchange, he contributes his knowledge of the sustainable textile industry.

Born in The Netherlands and having arrived in Hong Kong five years ago, Lee continues to pursue his career in the development of certifications related to sustainability.

## Speakers Profiles



**Mr. James OCKENDEN**

Director  
Media Karma

Mr. James OCKENDEN is a Hong Kong-based writer with particular interest in energy and sustainability issues.

His agency, Media Karma, provides media and CSR services to some of Hong Kong's leading brands, including Prudential Assurance and Cathay Pacific.

In 2006, in response to the Chinese government's first environment-oriented Five-Year Plan, Ockenden launched Blue Skies China, now a popular source of information for companies within and outside China looking to improve their sustainability and environmental performance.

Ockenden moved to Hong Kong in 2005 after 10 years working as a journalist and editor in the UK, specialising in finance, energy and environment. He was awarded a degree in Natural Sciences from Trinity College, Cambridge, UK, in 1995 and is currently studying towards a Master's degree in Corporate Environmental Governance at the University of Hong Kong.

## Speakers Profiles



### **Ms. Cassandra POSTEMA**

Director  
Dialog Network Ltd.

Founded by two graduates of London's Central St Martin's College of Art, Ms. Cassandra POSTEMA and Ms. Dong Shing CHIU, this Hong Kong-based line of handbags, dresses and accessories melds traditional Asian techniques with sophisticated urban sensibility.

Dialog's designs are easy to spot: they all have a four-fold origami-like trim made of recycled fabric created using an age-old method from Malaysia. The trim is made from locally recycled cloth and bought from the workers by the metre. Using this method, Dialog addresses the poverty levels in local communities in Asia. Its network includes a sewing school in Vietnam, a women's empowerment group in Jakarta, a workshop employing disabled workers in China and Dialog's own local Hong Kong home sewing network.

A new line, called World Butik, was launched in spring 2009. It focuses on artisan textiles of the world, such as hand embroidery from Vietnam, Saori weaving from Thailand and Ikat from Malaysia. In its first season, styles were picked up for mass production by Anthropologie and awarded Editor's Choice by the UK's Fabulous magazine.

Postema and Chiu met while studying at Central St Martin's. After graduating, Postema went on to create her own label of printed dresses called Cassandra Postema London. In the late 1990s, Postema was awarded the New Generation sponsorship award for her debut label at London Fashion Week. The label received rave reviews from the press, along with praise from such celebrity clients as Nicole Kidman.

## Speakers Profiles



**Ms. Carolina RUBIASIH**

VP, Sourcing & Product Development

The SAK

Ms. Carolina RUBIASIH is the Vice-President of Sourcing and Product Development for The Sak, currently one of the largest handbag companies in the USA.

The Sak offers multiple, highly differentiated handbag brands through specialised points of distribution. The company designs and manufactures four distinctively different handbag brands, namely The Sak, Elliott Lucca, Luxy and Lina. Always at the forefront of innovation, in spring 2008 The Sak launched its first eco-friendly collection, Sakroots, which has quickly won popularity and was recently chosen as the exclusive bag of the 2009 Film Independent's Spirit Awards! The Sak brand karma, Happy & Free, is embodied in Rubiasih, an Indonesian-American, who is the driving force behind The Sak's sourcing and manufacturing successes in the past decade.

Rubiasih divides her time between attending market weeks and design summits at The Sak in New York, her new office in Futian, and her homes in Shekou, Shenzhen and Bali, Indonesia, where she co-founded Bali-Link, a forum for like-minded professionals in the fashion and accessories businesses. Rubiasih is also an honorary board member of the Bali Export Development Organisation.

## Speakers Profiles



**Mr. Javier SERRANO**

Creative Director/Founder  
The 091 / 091's Eco Couture

Multidisciplinary Spanish artist Mr. Javier SERRANO is a musician by vocation, a high school dropout, an autodidact, independent, a transgressor and an entrepreneur. He was born in Madrid in 1978.

Raised in a depressed, working class subdivision in Madrid, Serrano was deeply influenced by the Punk movement, with its DIY ethics, its working class roots and its desire for social change. Serrano, who considers all design propaganda and, thus, a means of social change, chose design as a result of his love for art, a curiosity about new ways of expression and a genuine love-hate relationship with the grey, industrialised capitalist society.

Serrano moved to Hong Kong in 2004 and established The 091 Estudio, a brand consulting agency that works for such companies as Universal Music, Cathay Pacific, Cartier, Ecco shoes, K-swiss and John Hardy. Later, he founded The 091's Eco Couture. The brand's philosophy, "Made from Refuse", "No Marketing Budget Added" and "Give Trash A Second Chance", is a life motto for Serrano, who wants to draw attention to consumerism as the main source of environmental issues. Using expensive to place ad billboards from top luxury brands to create "mass consumption by-products". Serrano is considered one of Asia's eco pioneers and his projects have been covered widely in the international media.

## Speakers Profiles



**Ms. Amy SMALL**

Creative Director

Knit Collage Ltd. (on behalf of Green2Greener)

Ms. Amy SMALL is Fashion Director for EcoChic Fashions, an eco, ethical multi-label fashion show organised by the Hong Kong charity Green2Greener. In this role, Small researches up-and-coming sustainable and ethical fashion designers and labels from around the world, assessing them for style, sustainability and ethical standards. This provides her with a unique insight into current trends in emerging eco-fashion labels.

The short-listed eco-fashion labels selected by Small are then promoted at EcoChic events to market sustainable fashion as an educational platform to promote sustainability at large. For example, current eco-labels being selected will be showcased at EcoChic Geneva, a fashion show being co-organised by Green2Greener and the United Nations Conference on Trade and Development.

Small is also Founder and Creative Director of Knit Collage, a Hong Kong-based sweater design and trend forecasting company that has an emphasis on sustainable knitwear. Prior to this, she was an accessory designer for the US retailer Urban Outfitters for five years. Small graduated from Cornell University with a Bachelor's degree in Textile and Apparel Design.



Organisers : **APLF Ltd**  
Managers : **UBM Asia Ltd**

17/F China Resources Building, 26 Harbour Road, Wanchai, Hong Kong  
Tel. +852 2827 6211 Fax. +852 3749 7346