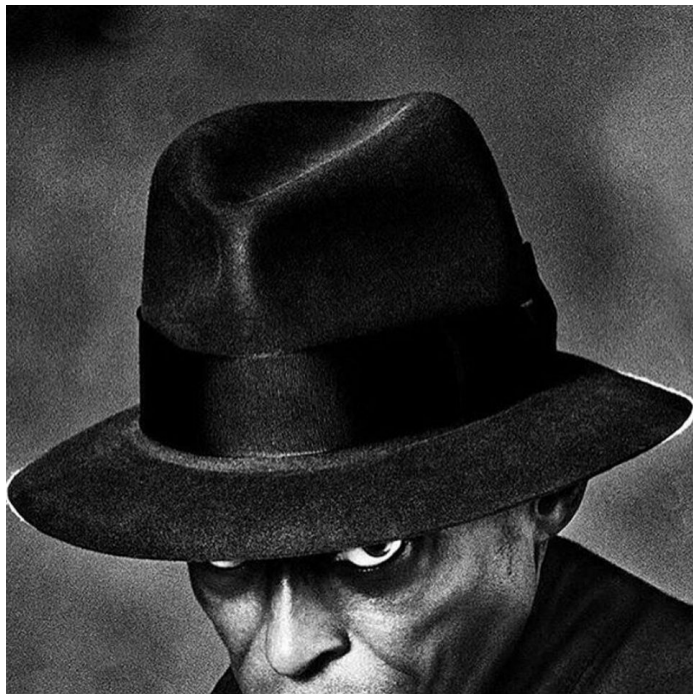


BUENOS AIRES AL MUNDO



"MAN, SOMETIMES IT TAKES YOU A LONG TIME TO SOUND LIKE YOURSELF."
-MILES DAVIS

QUE ES UNA MARCA?

-A brand is a story well told

-Una marca es una historia bien contada.

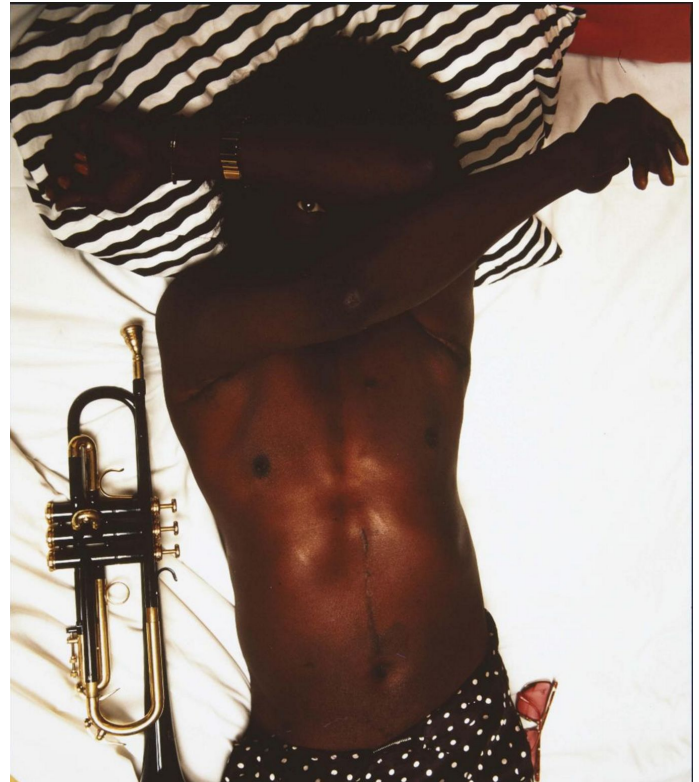
-A brand is a reason to choose.

-Una marca es una razon para elegir.

"ANYBODY CAN PLAY. THE NOTE IS ONLY 20 PERCENT. THE ATTITUDE OF THE MOTHERFUCKER WHO PLAYS IT IS 80 PERCENT." MILES DAVIS

A brand is the essence of one's unique story. The key is reaching down and pulling out the authentic, unique "you". Otherwise, your brand will just be a facade.

Una marca es la esencia de la historia única de uno. La clave es llegar a lo auténtico, a lo que te hace a vos especial. De lo contrario, la marca será sólo una fachada.





HUMAN BEINGS ARE POWERED BY EMOTION NOT BY REASON.

LOS SERES HUMANOS SON IMPULSADOS POR LA EMOCION, NO LA RAZON.

THERE ARE BRANDS THAT INSPIRE PASSION. BRANDS THAT INSPIRE DEVOTION.
BRANDS THAT GENERATE LOYALTY BEYOND REASON.

“The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.”

From Lovemarks, The future beyond brands

“La diferencia esencial entre la emoción y la razón es que la emoción conduce a la acción, mientras que la razón conduce a conclusiones.”

LEALTAD MAS ALLA DE LA RAZON



How to identify an original
IKEA FRAKTA bag.



1) SHAKE IT If it rustles, it's the real deal. **2) MULTIFUNCTIONAL.** It can carry hockey gear, bricks and even water. **3) THROW IT IN THE DIRT.** A true FRAKTA is simply rinsed off with a garden hose when dirty. **4) PRICE TAG** Only \$0.99



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When a metro card is the only Supreme you can afford

FEBRUARY 20



El misterio libera las emociones, enriquece los matices de las relaciones y las experiencias. Está presente en las historias, las metáforas y los personajes icónicos que hacen que una relación sea rica. El misterio es una de las claves para crear **lealtad más allá de la razón**

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MetroCard®

M1284

Supreme



CUAL ES TU FILTRO?

“Three little words, I love you”

-Nat King Cole

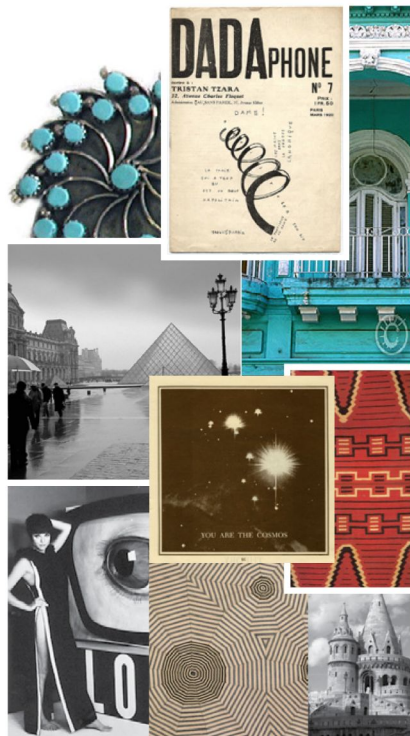
“When narrowing down to those few keywords, “few” is the cue: less is more in this case. We all have a tendency to want to do and be more than we should; trying to communicate too much can actually work against you and confuse your message.”

Reducir el mensaje a esas pocas palabras clave, "pocas" es la idea: menos es más en este caso. Todos tenemos una tendencia a querer hacer y ser más de lo que deberíamos; Tratando de comunicar demasiado puede realmente trabajar en contra y confundir el mensaje.

VENA CAVA “WE DESIGN
ELEGANT
&
ORIGINAL
CLOTHING
COOL GIRLS
WANT TO
WEAR”



Lisa Mayock and Sophie Buhai are originally from South Pasadena and Los Angeles, respectively. They both moved to New York in 1999 to attend Parsons School of Design. In 2005, three weeks after graduation, the pair began designing the first Vena Cava collection on their living room floor. In 2009 Vena Cava launched Viva Vena, their casual jersey line.



WHAT

inspires us



NEO NOIR

70'S GRAPHIC DESIGN

DADA

OLD HOLLYWOOD

ART DECO

SURREALISM

MEXICAN JEWELRY

ZUNI INDIAN JEWELRY

BUDAPEST

HOPI TEXTILES

NASHVILLE

SHEILA HICKS FIBER ART

BROOKLYN

VIETNAM

1930'S

1970'S

MOROCCO

FOUND OBJECTS

PARIS

CUBA

PERU

THE CRAFT MOVEMENT OF THE 70'S

ZINES

ROBERT ALTMAN FILMS

WHAT

our brand is all about

**ELEGANT / FEMININE /
HEIRLOOM / COOL / NEO-OLD /
VINTAGE / JE NE SAIS QUOI /
EASY / PERSONAL / FIT / CRAFT**

VENA CAVA is known for:

ORIGINAL HAND DRAWN PRINTS
HARDWARE DETAILS

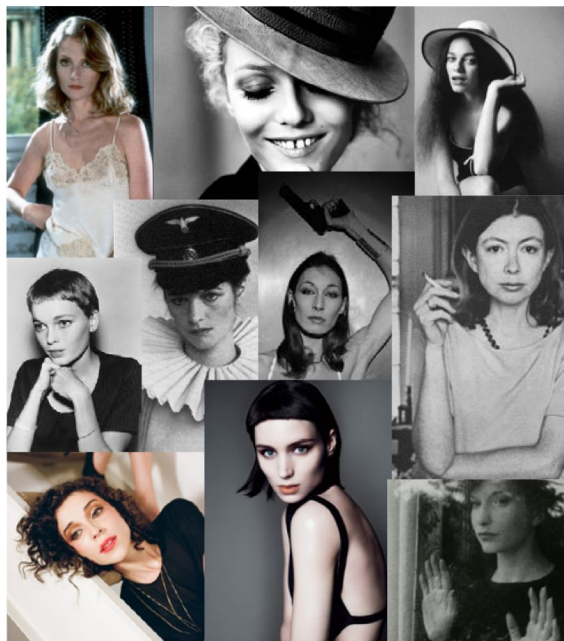
DRESSES THAT FEEL LIKE FUTURE HEIRLOOMS
PERFECT LEATHER JACKETS
NOVELTY ETHNIC FABRICS

GRAPHIC DESIGNS
TIMELESS SILHOUETTES

FLATTERING FEMININE FITS
TRIANGLES

if VENA CAVA were a...





WHO

inspires us



MAYA DEREN
ISABELLE HUPERT
CHARLOTTE RAMPLING
JOAN DIDION
PJ HARVEY
ANJELICA HOUSTON
VANESSA PARADIS

CLEOPATRA
JOAN OF ARC
YOKO ONO
LOUISE BOURGEOIS
ST. VINCENT
SOPHIE CALLE
LAURIE ANDERSON

the VENA CAVA girl

SHE

mixes vintage with designer, is creative, cool,
out-of-the-box, classic, artistic and independent,
reads *The New Yorker*, travels to places like
Mississippi and Cuba, has a vegetable garden,
shops at flea markets, brews her own kombucha
tea, goes bowling...and to the opera, enjoys
drinks at old hotel bars, watches old movies,
collects ethnic baskets, wears silver jewelry
from Mexico, and drives a 1978 navy BMW.



LA PRIMERA EXPERIENCIA CON UNA MARCA ES DIGITAL

Successful branding is what you do not what you say.

Successful branding requires your consistently delivering positive experiences to your customers.

It comes from keeping your promises to them, from earning their trust that your brand will do its best at every point of contact to deliver on what they want and expect from you.

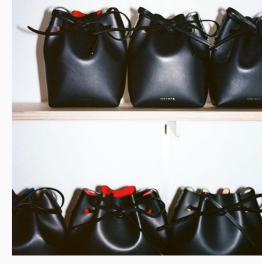
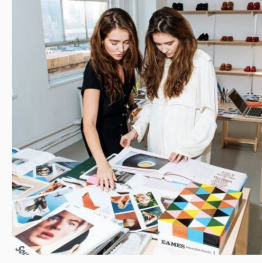
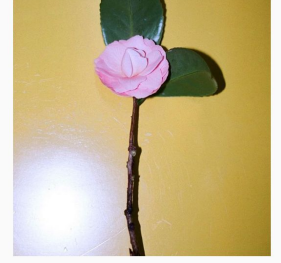
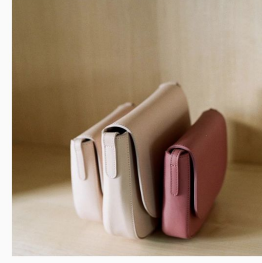
Una estrategia de marca exitosa es lo que haces no lo que dices.

Una marca de éxito requiere consistencia y la entrega de experiencias positivas a sus clientes repetitivamente.

Se trata de mantener sus promesas a ellos, de ganar su confianza de que la marca haga todo lo posible en cada punto de contacto para entregar lo que tus clientes quieren y esperan de usted.

MANSUR GAVRIEL





SER UNA COSA Y UNA SOLA COSA

Cual es tu caballito de batalla?

- La importancia de elegir un diferenciador.
- Una categoria con la cual interrumpir el mercado y ser reconocido por ella.
- Colecciones enteras son dificiles para entrar.



MY FELLOW AMERICANS, ASK NOT WHAT YOUR COUNTRY CAN DO FOR YOU, ASK WHAT YOU CAN DO FOR YOUR COUNTRY.

-J.F KENNEDY

-A brand needs to be customer centric

-Una marca debe centrarse siempre en el cliente.

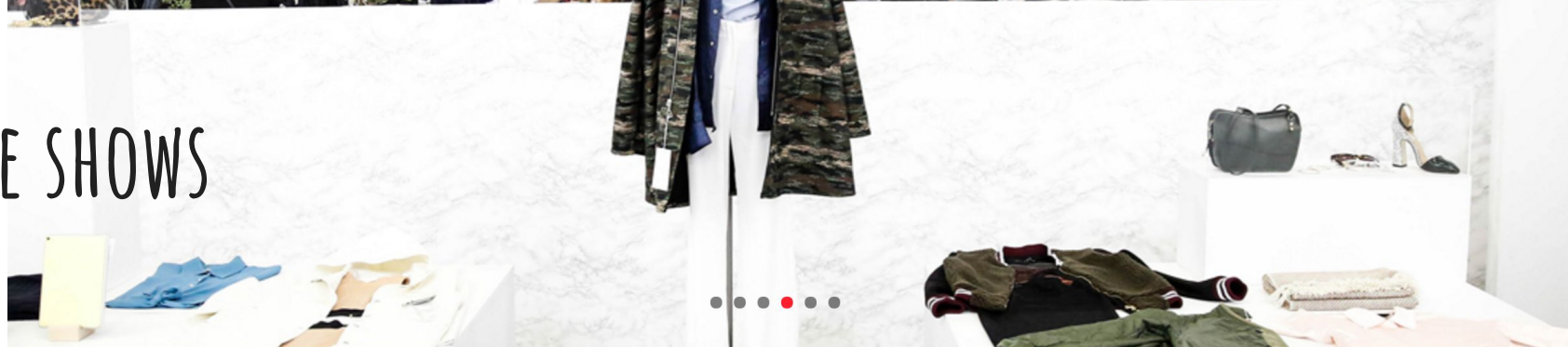
-user experience and customer service need to be at the core of every interphase

-La experiencia del usuario y el servicio al cliente deben estar en el centro de cada interfase

GLOSARIO



TRADE SHOWS



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TRADE SHOWS



TRADE SHOWS

SHOWS

Intermezzo January 8th-10th Javits Center NYC

LA Market Summer 17 January 16th-19th

Dallas Market January 25th-28th

Atlanta Market February 1st-5th

Coterie February 27th-March 1st Javits Center NYC

LA Market Fall 17 March 13th-16th

Coast Miami March 9th-10th

Dallas Market March 22nd-25th

Atlanta Market April 5th-9th

Atlanta Market June 7th-10th

LA Market Fall II/Holiday 17 June 5th-8th

Dallas Market June 14th-17th

Cabana Miami Beach July 22nd-24th

LA Market Holiday/Resort 17 July 31st-August 3rd

Atlanta Market August 1st-5th

Dallas Market August 9th-12th

Coterie September Javits Center NYC

Atlanta Market October 11th-15th

LA Market Spring 18 October 2nd-4th

Dallas Market October 25th-28th

Coast Miami October

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DOROTHY WAXMAN TEXTILE DESIGN PRIZE 2017!

FIN - THE END

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