



FOR IMMEDIATE RELEASE

UNIVERSITY OF FASHION OFFERS FASHION BUSINESS LESSONS
First-Ever Online Fashion Design Video Library

NEW YORK, February 5, 2014 - The University of Fashion® (U of F), an Online Fashion Design Video Library is pleased to announce that in addition to their [fashion design lessons](#) they are now offering lessons in fashion business!

Fashion industry leader Jeanette Nostra teaches a 3-part series on fashion licensing: *History of Licensing*, *Licensing Fundamentals for Fashion Designers* and *Licensing: Money Matters*. Ms. Nostra is President of New York-based GIII Apparel Group Inc., a manufacturer with annual sales in excess of \$1.3 billion. Ms Nostra was involved in licensing over 30 licensed and proprietary brands for GIII, some of which included: Calvin Klein, Kenneth Cole, Cole Haan, Jessica Simpson, Sean John, Nine West and Andrew Marc. Her lessons demystify the process of fashion licensing and educate the fashion designer on the many issues that surround the licensing of their name to a prospective licensee.

Herb Frichner, a professor at the Fashion Institute of Technology and an established fashion marketing entrepreneur, teaches *Introduction to Fashion Marketing*, *Fashion Marketing in the 21st Century* and *Fashion Branding*. Mr. Frichner owned and operated Panache New York, Ltd. an upscale outerwear collection marketed to leading department and specialty stores, including Saks Fifth Avenue, Bloomingdale's, Bergdorf-Goodman, Neiman Marcus, Barneys and Henri Bendel. As part of Panache's marketing campaign, the collection regularly appeared in Women's Wear Daily, Elle Magazine, Vogue Magazine, Harper's Bazaar and the New York Times. Mr. Frichner teaches the definition of fashion marketing, the purpose of fashion marketing and how to develop a marketing concept by learning about demographics and psychographics and other key tools. Subscribers to the U of F will also learn what it means when marketers talk about the "4Ps" and the "marketing mix."

ABOUT UNIVERSITY OF FASHION

University of Fashion® (U of F) Online Fashion Design Video Library is a New York-based online platform that delivers fashion lessons taught by fashion college professors and industry pros. From fashion business to draping, sewing, patternmaking, fashion drawing and product development, their professionally produced video tutorials are delivered via high-definition and are available to the general public through monthly and annual subscription-based plans and to



secondary schools and college libraries. The website was launched by Francesca Sterlacci a fashion designer, educator and author.

To get a first-hand look, visit <http://www.universityoffashion.com>.

For interview opportunities, or for a media login to the library, please contact us at press@universityoffashion.com.