February 11, 2021

Cusa Holloway

*Incubator Program Manager*

USVI Economic Development Authority

116 King Street

Frederiksted, VI 00841

**USVI Apparel Forum Webinar Report**

**Workshop Details:**

The USVI Apparel Forum brought together our local urbanwear and fashionwear community who are branding and marketing the U.S. Virgin Islands (USVI). Entities include Apollo Legion, 340 Legendz, Designs by Regal, Baewatch VI, Laced Legacy, etc. This forum will focused on branding, decreasing cost of production, partnerships, and more.

**Agenda:**

* Welcome to USVI Apparel Forum
* **Module I – Fundamentals of Business Strategy**
* **Module II – Industry Analysis**
* **Module III – Fundamentals of Pricing**
* **Module IV – Digital Marketing for the Apparel Industry**
* **Module V – Recommendations for VI Apparel Entrepreneurs**
* **Module VI –Special Guest: Branding**
* Wrap-up and Questions

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| Registered Attendees | 47 |
| Participants | 30 |
| Start Time | 5:00 PM |
| End Time | 9:30 PM |

If you have any questions, please feel free to call me at (302)521-9272 or e-mail me at [jed@sftsol.com](mailto:jed@sftsol.com).

**Jed JohnHope**

*Managing Director*