



# WHAT'S HAPPENING AT FFANY? DON'T MISS OUT ON THESE GREAT EVENTS!

## OPENING NIGHT INDUSTRY EVENT

**TUESDAY, AUGUST 1ST | 6:00 PM – 8:00 PM | DREAM HOTEL MIDTOWN ROOFTOP**

*Join FFANY and members of the footwear industry to celebrate the opening of August Market Week.*

Mingle and delight in the spectacular view of midtown Manhattan at this exclusive NYC hotspot.

This event is open to members, participating brands and attending retailers.

Dream Hotel Midtown, 210 West 55<sup>th</sup> Street, 15<sup>th</sup> floor. RSVP required by July 28<sup>th</sup> to: [events@ffany.org](mailto:events@ffany.org)

## MUST SEE INDUSTRY SEMINAR

**WEDNESDAY, AUGUST 2ND | 8:00 AM – 9:00 AM**

*"Creating a Brand with a Voice," presented by Modern Pulse Consulting*

With more than 40 collective years of experience working with some of the most prominent names in the footwear industry, join Modern Pulse Consulting Group as they present "Creating a Brand with a Voice." In this must-see industry seminar, you will learn how to create a brand that is heard through all the chatter by understanding how product design, sourcing, and target marketing through PR and social media are all instrumental to a brand's success.

Hilton, Concourse level. RSVP required by July 31<sup>st</sup> to: [events@ffany.org](mailto:events@ffany.org).

## SHOP SHOES4ACURE

**TUESDAY & WEDNESDAY, AUGUST 1ST & 2ND | 9:00 AM - 6:00 PM**

**THURSDAY, AUGUST 3RD | 9:00 AM - 4:00 PM**

*A pop-up charitable shoe sale to benefit breast cancer research.*

Thanks to the generous donations of FFANY member brands, shoes from major footwear companies will be sold at 50 percent off the suggested retail price. The boutique will be open to the public and all proceeds from the three-day sale will be donated to breast cancer research.

Hilton, Concourse level. For information, email: [shoes4acure@ffany.org](mailto:shoes4acure@ffany.org)