

Valerie Brussel Cooper
479-601-1465
info@hearhuntersconsulting.com

EDUCATION

- 1974- 1975** Attended Santa Monica City College, California. Took basic requirement classes with main focus on commercial sewing. Los Angeles is a garment center, SMC had an extensive commercial sewing program at the time. This was before most of the production went off shore. The Fashion Institute of Design and Merchandising came to recruit at SMC.
- 1975- 1977** Associate Degree in Fashion Merchandising from The Fashion Institute of Design and Merchandising, Los Angeles, California. My course study included design classes as well as merchandising. I was a member of F.A.M.E. Fashion Achievement Merchandising Excellence. F.A.M.E. was an honor and service organization. I graduated with the President's Award in Merchandising in 1977.
- 1978** Attended a series of workshops at the Hong Kong Trade Center in Hong Kong. The workshops included quotas, export logistics, protocol, and agent relations.
- 1980** Columbia University, New York City. I audited a series of lectures on trade relations for the garment industry. I was also a member of a discussion panel for quota regulation for the garment industry.
- 1980-2016** I continue to attend industry-related workshops and audit classes whenever I am in a place that offers them. I am currently participating in online tutorials and webinars on industry time studies and foreign labor relations.

Studying and working with environmentally sustainable & socially compliant garment manufacturing alternatives. Attending lectures and workshops on an ongoing basis to bring my clients the latest and most progressive findings in these matters. Doing R&D on new spin-knit technologies. Developing new avenues for global and domestic supply chain management. Learning best practices for reducing carbon footprint and water conservation. Education on protection of the aquafer and grey water irrigation for sustainable organic cotton farming in the USA. R&D on clean and low-water usage in dyeing processes, recycling as much as possible for re-use in irrigation.

WORK EXPERIENCE

- 2018-2026** HHC continues to work on re-shoring, adding more and more domestic support services and factories. We are offering full onsite QC services in Los Angeles, as well as providing full package domestic programs for all size brands. I am working with grassroots, emerging designers, as well as established brands. We are developing custom grade rules and doing R&D on new fabrics. Textile sourcing for small open stock fabrics, as well as larger needs. We are expanding our whole garment dyeing operations in LA and New York. HHC is able to offer small batch production for higher price points. Valerie Cooper continues to offer her services as an expert witness.
- 2016-2017** HHC was project lead on OMO project (Ozark Mountain Outfitter) brand, on the Walmart re-shoring tee shirt program. We helped bring those jobs home; we cut, sewed, and screened over 55,000 high quality tee shirts in Los Angeles. Even with the rise in wages in California, we were able to produce an outstanding garment in fully licensed CA factories.
- HHC was able to bring our years of experience to the table, and put a dream team of players together for this project. We were able to help our client, OMO, prepare and pass the high standards and testing required for Walmart's testing at CTL (Consumer Testing Labs). This is not a widely known fact, but Walmart requires all vendors to pass extremely rigorous ASTM standards. All fabrics were also milled and dyed with environmentally compliant standards. CTL also requires that all labels and packaging be environmentally compliant as well.
- 2015-2016** HHC accepted the position of ambassador for the Corizon project and focus group. Corizon is a state-of-the-art spin-knit machine from Terrot. I have been working closely with national and international brands on special R&D projects at NCSU involving the new Corizon technology. Please see my website for more details.
- Continue to develop strong ties with environmentally and socially compliant knit textile mills in India with GOTTTS and ISO9000 certifications.
- 2015** HHC continues to build strong product development and production capabilities in the Dallas - Fort Worth area. We have a wonderful hands-on, state-of-the-art team there. We have full pre-production/cut-and-sew as well as screening and sublimation capabilities. Dallas is a great place to see the re-shoring process really taking hold.

2014 HHC is continuing work with different law firms and Forensis Group on more expert witness cases. We are also doing investigative work on some of these projects as well.

During the past year HHC is working on developing new proactive quality control and quality assurances programs. This new program focuses on finding the origin and root of the quality problems and taking corrective actions.

Textile research and development is an ongoing project for HHC. New technical fabrics for active wear and the medical industry. We are always working on finding and developing new sustainable textiles. I am always working on locating and developing new green and recycled textiles. I am working one on one with many of my clients developing new textiles and blends to create cutting edge products.

2012-2013 HHC is spending more time in the USA working with American factories helping to streamline production problems. We are proud to be working with Jim Suzon one of the finest production engineers in the United States. Jim also works with HHC helping with off shore production management.

Some of the new projects this year are Men's Suite factory restructuring North America/ China. Uniforms and sports apparel production restructuring an analysis North America .

HHC is doing more and more one on one special study with USA based companies that what to keep their people at the top of their game. Quality assurance and vendor compliance is one of the biggest concerns.

HHC is still building strong ties with Europe based production.

HHC is also proud to announce that HHC is being used as an expert witness for the Forensis Group for industry related disputes. HHC is open for any expert witness work of this type.

2011-2012 Continued to work with and locate more US-based factories to service HHC clients that wish to manufacture domestically.

Continued to learn more about CBM (computer based methods) software to offer clients state-of-the-art options in: Customer file management, Style cost-sheets, Order-processing, Cutting tickets & WIP, Bill of materials, Purchase orders, production & tracking, Order allocation, Picking tickets, Warehouse management, Invoicing, Credit card processing, Case pack, Factored & non-factored A/R, RMA & credits, Inventory-control Sales commissions, Licensing & royalties, Automated UPC assignments, In-house integrated EDI Scan & Pack, Quick Books integration, WebLink online wholesale cart Remote order entry, EasyShop online retail cart.

Went to South Korea and met with KOTRA (Korean Trade - Investment Agency) to learn about all the aspects of the upcoming, now-in-place trade agreement. The South Korean economy is strong and US-made goods are in high demand. Worked with SK based factories to establish strong working relationships for clientele that wish to take advantage of duty-free export opportunities.

Heart Hunters Consulting has now partnered with Blueberrybook U.S.A., with offices in Guangzhou China and California. HHC is now able to offer consulting clientele an on-task quality assurance team working in the field with socially compliant factories. BBB is Disney-approved for jewelry and metal based hard -lines. I have worked on the Han Cholo / Tron Disney project. We are working with a Flud / Disney jewelry collection as well, and are in the process of working with a Hello Kitty Jewelry collection.

Worked with Trident Support on making flags for the world's largest flag poles in Dubai. Scope of work included: Exploratory Phase: Define the nature of this endeavor. This will require working together to determine the plant size requirements, machinery, design of industrial flags, materials (sourcing), process design, & work flow. Sourcing Materials, Equipment and Plant: Identify flag material that works. Sourcing equipment and sewing machines. Identifying shop requirements such as electrical, space requirements and water usage, identify construction and design requirements such as graphic, appliqué, digital printing, silk screening, etc. Work still in process: Setting up the Workshop, Sampling and Testing, Setting up workshop of factory, positioning of machinery, operator training, sample production, testing of new design, finishing and logistics. Plant Design: Set up the workshop to optimize flow and expandability, Research and Development: Patent for new textile for flag.

Expert witness on domestic and offshore case. Served as expert witness in case involving failure of a joint venture to design and

manufacture of apparel. This involved a complex understanding of adherence to textile testing standards and manufacturing standards. This project also addressed many aspects of wip (work in process) inspection and before- shipping inspection methods.

2010-2011 Heart Hunters Consulting & myself are proud to announce the introduction of the L1 /Cotton & L1/Tencel knit PFD low minimum open stock knit textile program coming in spring of 2011. I went to Switzerland In July of 2010 to continue the R & D on this wonderful cutting edge green Chemistry process textile project. The bamboo fiber comes from Litrax. The yarn is now being spun in Italy with R & D being conducted with spinners in America. The mill doing the test runs and production is American Fabrics out of Greensboro, NC. This project is a fine blend and balance of green European engineering and American technology.

2001-2009 As of October 2009 I have been named to the executive committee of Litrax. Litrax is a Swiss company that is looking to put the ‘green’ back in bamboo. I will continue to run my consulting business as always. My work with Litrax will only help to offer my clients more possibilities for sustainable manufacturing. If you would like to read more about Litrax here is a wonderful write up that was done in 12/09 in California Apparel News [Sustainable by Design](#).

President of Heart-Hunters Consulting. Heart-Hunters Consulting offers full service consulting to the garment Industry. Jordan Crowson Couture and Vogue Italia are our in-house projects.

2001-2006 Instructor in The Apparel Studies Program at The University of Arkansas, Fayetteville. I taught Introduction to Apparel Production, Quality Assessment and Visual Merchandising. Northwest Arkansas is the home of Wal-Mart. Many of my students are placed with Wal-Mart’s product development division. I have developed and fine-tuning a series of workshops in my Quality Assessment class. I hope to have these workshops published and offered as a workbook to be used in universities, colleges, and corporations.

Freelance consultant and fashion designer for garment industry. The areas that I consult on are sourcing and manufacturing logistics. I have consulted and worked with Merv Brody since 1979. Merv Brody is now the President of Vogue Italia, Inc., in Fort Lauderdale, Florida. I consult on logistics and sourcing for Vogue Italia’s own private label and other firms for which Vogue Italia does sourcing and manufacturing. Styles are researched in Italy. Sourcing and

manufacturing are done in Japan, China, Turkey, Dominican Republic, Panama, and Romania.

All vendors who sell to Wal-Mart must maintain a physical presence in Northwest Arkansas. Brent-Riordan Inc. of Fayetteville, Arkansas sources for many of these vendors. They also source for many other firms that are not Wal-Mart related. I consult with Julie Brent on sourcing and manufacturing logistics

In 2004 and 2005, I supervised the Pretty in Pink Charity Fashion Show for The Susan G. Komen Breast Cancer Foundation. In 2004, \$100,000 was raised from the ticket sales and silent auction proceeds. In 2005, \$150,000 was raised. Jordan Crowson designed 35 couture gowns for each show. He is my student and intern. I advised and supervised the production of the gowns and helped choreograph the fashion show.

- 1992-2001** In 1992, I moved to Anderson, Missouri to get married. During the time I spent in Missouri, I freelanced as a fashion designer and did consulting for Merv Brody. I had my own line of art to wear, and do multimedia assemblages on wood and canvas. My assemblages are hand-painted, silk sculpture. I did web design and had a website that I created that showcased my clothing and art.
- 1990-1992** Freelance, fashion designer, art-to-wear consultant for Italian Designer Labels of Big Sur, California and Boca Raton, Florida. I also did private label freelance work for Sally's Boutique in Carmel, California.
- 1986-1990** Manager for off shore and domestic production/retail operations Italian Designer Labels, Boca Raton, Florida. I.D.L. was owned by Merv Brody. This company is now called Vogue Italia. I.D.L. sold designer Italian active wear at discounted prices. They did direct importing and some of their own private label goods. I worked with domestic and off shore production, agents, and customs. I also worked on merchandising and operations for their 10,000 sq. ft. warehouse. The warehouse was wholesale to the public.
- 1980-1986** Managing Supervisor - Designers Factory Exchange (DFE), Kendal, Florida. Designer Factory Exchange's 3,000 sq. ft. store was leased from Daymon Designs 10,000 sq. ft. warehouse. D.F.E. was operated out of the front of the Daymon Designs warehouse in Miami, South West Dade County, Florida. D.F.E. manufactured and sold women's ready-to-wear under its own private label. It also sold discounted American and European designer label clothing and handbags. It was

one of the first companies to open this type of operation. In 1982, some of my designs were manufactured and retailed by D.F.E. D.F.E.'s other purpose was to manage the remaining 7,000 sq. ft. warehouse space that was sectioned off behind the retail store for Daymon Designs. Daymon Designs was based out of Panama. It was the licensee for Loris Azzaro men's shirts in the United States and the licensee for Van Heusen shirts for Central and South America. Merv Brody owned D.F.E. and was under contract to manage Loris Azzaro label in the United States (i.e. warehouse, shipping, sales, trade shows, and customer service). D.F.E. was also a retail outlet for Loris Azzaro's men's shirts. Daymon Designs' main office was in Panama in the Free Zone.

My job responsibilities included getting the goods out of customs, working with contractors (domestically and off shore), locating discounted designer labels for the retail operation, getting Loris Azzaro shirt samples ready for trade shows, helping set up trade shows, making sure goods were shipped on time, customer follow up, and helping run the retail outlet. D.F.E. also carried my freelance designs under its private label.

1979-1980 Vice President of Operations and Sales, Informalities by Oleg Cassini Target Sportswear, Men's Outerwear, New York. I helped supervise production in Hong Kong and worked with the contractors until we achieved the quality and price we wanted. Styles were researched in Italy and manufactured in Hong Kong and the New Territories. I also worked with key accounts in showroom during market and helped set up trade shows. Target Sportswear lost the Oleg Cassini license in 1980 after a bitter battle with another licensee, Burma, which held the license for Oleg Cassini golf jackets. It was a wonderful learning experience. Merv Brody was President of Informalities by Oleg Cassini, and this was the beginning of a life-long business association.

1978-1979 Director of Sales and Production for Design U.S.A., a division of Jac Mar Sales, Alhambra, California.

Designs U.S.A. made uniforms for the fast food industry. My job was to work with the contractors in Hong Kong and Los Angeles. I did a lot of selling, and I put together a direct mail program.

In 1979, I also taught an import export class at my alma mater, The Fashion Institute Of Design and Merchandising in Los Angeles, California.

1977-1978 Bullock's Department Stores, Palo Alto, California – Executive Training