



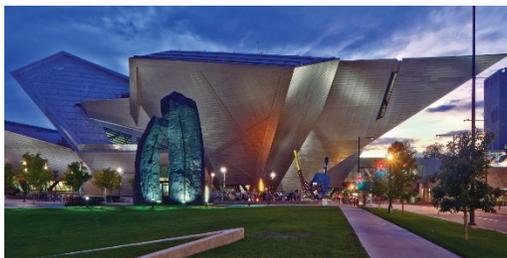
## We Hope You are Planning Your Travel to Colorful Colorado –

### Site of the 2020 ITAA Conference!

Carol and I hope you are all doing well in this strange and scary health and economic situation and we hope you are looking to better times, particularly in November for the ITAA Conference in Denver, Colorado.

Colorado has it all: beautiful natural scenery, a fun metropolitan area, and an artistic flare that all play a part in the apparel industry here. We are known for our outdoor adventure spirit, which has inspired the outdoor apparel industry that is present and growing rapidly. Many brands, such as VF Corporation, Spyder, and Fjall Raven, call Colorado their home, as well as the national trade show Outdoor Retailer and Snow Show. This inspired the focus this year on the outdoor textiles and apparel industry, and we have some fun tours and workshops planned around this theme. So, after weeks of working on your research abstracts and staying in the house, it's time to put the 2020 ITAA Conference on your travel calendar to visit the Mile-High state, catch up with ITAA friends, and enjoy the beautiful Rocky Mountain air.

Our hotel, the [Sheraton](#), is in the heart of Denver on [16<sup>th</sup> Street Mall](#). The 16<sup>th</sup> Street Mall has everything from shopping to dining to entertainment. There is a [free shuttle](#) that can take you up and down the mall, but it is also a nice walk. Even off 16<sup>th</sup> Street, there is plenty to do and most of [Downtown Denver](#) is accessible by walking or by a short uber ride. There is ample free time and a lot to do in Denver, so we will be providing a list of all our favorite restaurants, shopping, and other activities to do in Denver and surrounding areas.



You might be wondering what tours we are in the midst of planning. We are working on a tour of the outdoor industry with company visits. We are also planning to travel North for about 45 miles to Fort Collins, which is home to the Design and Merchandising Department. Up there we are working on tours of the [Avenir Museum of Design and Merchandising](#), the [Richardson Design Center](#), and the [New Belgium Brewery](#). Another tour will provide the opportunity for a guided tour of the [Denver Art Museum](#), which houses over 70,000 works of art. This is within walking distance of the hotel, so you may want to visit on your own time and spend as long as you'd like. Colorado is very family friendly, if you are planning on bringing children. There is plenty to do for all ages. Please note that we are not planning to offer childcare this year.

For your calendars the conference is November 18<sup>th</sup>-21<sup>st</sup>. The reception begins at 6:00 p.m. on November 18<sup>th</sup>. There will be various workshops prior to the start of the conference on Wednesday and on Friday afternoon.

There is even more fun that is happening with the amazing research, and inspiring designs that are being submitted by all of you! It is also a great opportunity to catch up with colleagues and plan future collaborations!

Can't wait to see you in November for an adventurous outdoor-themed conference!

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