

NEW YORK FASION WEEK FALL 2024

The University of Arizona, Collegiate Licensing Company and IMG's fashion events division are offering a one-of-a-kind educational experience for students at September's 2024 New York Fashion Week. This unique all expenses paid, academic enrichment program will provide a behind-the-scenes look at the fashion industry, including entry into select runway shows, panel discussions and networking opportunities with industry leaders, as well as on-the-job shadowing with retailers and collegiate licensees. **ALL STUDENTS, REGARDLESS OF MAJOR, ARE WELCOME TO APPLY**

Students who aspire to work in fashion and many other related industries will learn first-hand about the business of fashion and prepare for their future careers through valuable networking opportunities, including time with members of IMG's fashion team. The program delivers unique academic enrichment opportunities for the students, with costs covered by the universities' Trademark and Licensing program. Besides The University of Arizona, institutions who have participated in IMG's NYFW program included Alabama, Arizona State, Arkansas, Auburn, Delaware, Howard, Michigan State, Northern Arizona, Oklahoma, Pittsburgh, South Carolina, TCU, Texas A&M, UCLA, Virginia Commonwealth, Virginia Tech, Western Michigan and West Virginia.

Through this unique collaboration of fashion and college only available at IMG, the University of Arizona has been able to provide priceless, one-of-a-kind experiences and insights into the opportunities in the fashion and retail industry for students.

INTERESTED???

To be considered for the FALL 2024 New York Fashion Week experience:

Submit a personal statement to licensing@arizona.edu on:

- Why you would be an exceptional representative for the University of Arizona?
- How this experience will impact your professional goals.
- The email subject line should read: "YOUR NAME" and NYFW Statement.
- The email should also include a copy of your **Unofficial Transcript** from UA
 - And
- **Two letters of references** - can be from professors at the university, advisors, and employers. (Cannot be from any of the judges for the competition)

Deadline to submit statement, transcript and 2 references is MONDAY, FEBRUARY 26 at 5 PM.

WHAT'S NEXT???

Statements are judged by a panel of university faculty and staff from several departments. Students will be selected to advance to the "Project" portion of the competition based on their personal statement, transcript, and references. Those who advance to the competition will present their project in an in-person 20-minute format.
Friday, April 5.

PROJECT

Option 1

1. Students will be assigned a university building to use as their inspiration. You will be expected to visit the building, examine the building's architectural influence, research either the building's history or purpose and be prepared to share information with the panel. As part of the student's presentation, they will incorporate a garment or accessory they feel reflects the building they were assigned to. Students can present a power point (or similar) showing an apparel item or accessory they either designed themselves or that they found (thrifting, in an image online, etc.) identify if the product would primarily be for males, females, or gender neutral. This can be an existing item, or one created by the student.
2. In addition to designing/presenting a garment or accessory, students need to include in their presentation the research of the building and how the assigned building was incorporated into the product and explain their thought process of putting this all together. Interviewing people/staff at the building and interesting building information has enhanced previous presentations.
3. Another element of this project is to put together a Marketing Plan to include and think about:
 - What is your target market?
 - Who is your key demographic?
 - Marital Status:
 - Children/Ages:
 - Leisure Activities:
 - Vacation/Travel:
 - Favorite Periodicals/Magazines:
 - Favorite Designers:
 - Shopping Preference – Store/Catalog/Internet:
 - What do they do?
 - Where do they live?
 - What type of lifestyle do they have?
 - What price point would this sell for?
 - What store/stores would the item retail in?
 - Who are the competitors?

- What types of advertising would be the call to action to purchase your product?
 - Anything you think that will help promote your product.
4. Students are required to do a **20** minute, in-person presentation to the judges. Students may present their creations in the format that best represents their vision. This can include, but is not limited to: PowerPoint presentation, product sketches, etc. Scores will be based on creativity, market research and attention to detail. Judging rubric will be provided to the students advancing to the presentation.
 5. We do not encourage prototypes of sewn examples; in many cases this format will involve a large time commitment. This competition is not in lieu of any academic work or to take away from class time. If we receive reports from other professors that you are not in class, or your grade is dropping due to lack of attention to your schoolwork you will be disqualified.
 6. An optional pre-workshop to answer any general questions will be offered to those students interested who have advanced to the presentation phase of this competition.

Presentation format: (suggested number of slides not less than 7 not more than 12)

Slide 1

- Name
- Major
- University status

Slide 2/3

- Building – Brief history
- Inspiration sources from the building – architecture, color etc. – what inspired you about the building.

Slide 4

- Mission statement – your focus for the project – wear ability, sustainability, appearance, function etc.

Slide 5

- Consumer

Slide 7/8

The item/items:

- Images and explanation of inspiration

Slide 9

- Marketing focus

Slide 10

- Closing

Option 2 **Photo Shoot**

1. Students will be assigned a university building to use as their inspiration. You will be expected to visit the building, examine the building's architectural influence, research either the building's history or purpose and be prepared to share information with the panel. Create a photoshoot using apparel you feel would be enhanced by using the assigned building as a backdrop. Students can use ready-made apparel or apparel they found thrifting.

2. In addition, students need to include in their presentation the research of the building and how the assigned building was incorporated to reflect the product and explain their thought process of putting this all together. Interviewing people/staff at the building and interesting building information has enhanced previous presentations.

3. Another element of this project is to put together a Marketing Plan – who would be the intended audience for this photo:

- What is your target market?
- Who is your key demographic?
- Marital Status:
- Children/Ages:
- Leisure Activities:
- Vacation/Travel:
- Favorite Periodicals/Magazines:
- Favorite Designers:
- Shopping Preference – Store/Catalog/Internet:
- What do they do?
- Where do they live?
- What type of lifestyle do they have?
- What price point would this sell for?
- What store/stores would the item retail in?
- Who are the competitors?
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- Photo shoot

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- Closing

If you have any questions, please contact Elizabeth Heuisler ehuisler@arizona.edu or licensing@arizona.edu