

# FLORIDA STATE UNIVERSITY RETAIL ENTREPRENEURSHIP NEWSLETTER



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JIM MORAN SCHOOL  
OF ENTREPRENEURSHIP

"The Retail Center's Annual Scholarship Dinner is such a fantastic and unique experience that I have really enjoyed attending both this year and last. This year's speaker, Carley Ochs, was incredible and truly inspired me as she recounted her journey of starting Bourbon and Bowties. She explained to us what it was really like to start a business in today's retail world, and how it was both hard work and extremely satisfying. Getting to network with forty retailers representing twenty companies was also very insightful, helping me in preparing to apply for internships and even helping to jumpstart some of the application processes! Over \$30,000 in scholarship money was awarded, I was also extremely honored to be among the thirty five students chosen to receive a scholarship and could not be more thankful for this invaluable experience."

- Brooke Garringer, Junior RE Student



James Rhee talking to entrepreneurial students

## ASHLEY STEWART

BY: JOSEPH CIMINELLA, RE  
STUDENT

” Walking into the Jim Moran Entrepreneurship building I had no idea what to expect from James Rhee, CEO of Ashley Stewart considering I was unaware of the brand and its history. My first impression of Rhee was filled with inspiration as he jumped right into his journey and experience of turning around a previous failing company. In just a few moments of him speaking, I was amazed that he was not your typical CEO. He was down to earth and told his story of how he built relationships with the people in the business, who are the key components and driving force of Ashley Stewart. Something that resonated the most was that you can only be happy when you are transparent and honest with yourself, it’s something that I try and apply in my everyday life. Rhee also stated that it is important to surround yourself with happy people because when you yourself are happy, you’re being positive and more creative. Rhee advised us that if you apply the same principles that he did to Ashley Stewart, then you can successfully run any business. Rhee allowed himself to be vulnerable and used his real life experiences to educate and spark passion within those who heard him speak.”

## CLUB HAPPENINGS



Every fall semester AATCC plans, designs, and showcases a fashion show. Students are responsible for every aspect of the show from making hand crafted garments to marketing the event to the Tallahassee community. The Fall 2018 show *Decode the Stars* was inspired by astrology, the study of celestial bodies and their movements as having an influence on humans and the world. The show was broken up into the four zodiac elements - fire, earth, air, and water. Ambiance of the show was complete with a horoscope reader, dreamy music, and photographers capturing every moment.



This semester CMA hosted our first Style-A-Thon with Finery, which is an app that helps women organize their closet and style the clothes they already own and love. CMA also had the opportunity to Skype call with Intern Queen, Lauren Berger and learn more about her new book along with brand ambassador opportunities on FSU's campus. Some of our favorite activities this semester were making DIY game day shirts and playing Fashion Trivia to test our knowledge. Clutch Magazine also published their 24th issue and hosted their release party on December 4th at Township.



# INTERNSHIP SPOTLIGHT

## Amanda Sabbarese

This past summer I had the opportunity to intern at Kleinfeld Bridal in New York City. Every day I got to work with bridal consultants to help brides find their dream designer dress! I worked closely with inventory and helped keep track of over 2,000 dresses including learning how to restock the dresses, markdown dresses, and ran the sample studio across the street. Each weekend Kleinfeld would have a trunk show featuring different designers like Lazaro and Prina Tornai and interns had the opportunity to help each designer run the shows. I even was involved in the filming of the popular tv show "Say Yes To The Dress", where I was incorporated into segments of multiple episodes. The most valuable takeaway from my internship was learning the various silhouette of bridal gowns, shapes of necklines, and being able to identify the fabric of a dress just by touching and observing it. The knowledge I learned from classes like Quality Assurance and Intro to Textile Science helped me to succeed at my summer internship.



## Loren Valdivieso

This past summer I had the opportunity to intern with Uncommon Fashion, a contemporary women's showroom in Atlanta, Georgia at AmericasMart. On days when the showroom was prepping for upcoming tradeshow, my responsibilities included: making appointments for market, assisting brand managers, merchandising samples, organizing displays within the showroom, and working on a social media marketing campaign with the other interns. During market weeks, I had the opportunity to work with several business owners that were local, out of state, from the Caribbean and Latin America. Throughout my internship I was given the opportunity to travel to Dallas, Las Vegas, and New York City to work tradeshow for our customers in different regions. This gave me hands on experience in the industry and a chance to network with different brands, and fashion influencers. Overall, my summer at Uncommon Fashion was an unforgettable experience, I met so many incredible and talented individuals and I gained so much exposure as to how this industry operates.



## Kristi England

Last summer, I was offered an amazing opportunity to be a store management intern at Kohl's Department Stores in Port Orange, Florida. Throughout the internship I followed executives and learned from everyone I met about all aspects of retail and what it took to run a store. My favorite and the most crucial part of the internship was making connections with everyone I met. Additionally, Kohl's gave me the opportunity to go to an Intern Kick-Off Conference in Orlando and a Volunteer Day at a farm for children with disabilities. Ann Langston and Gail Steed were major players in helping me attain my internship; their advice, knowledge, and motivation helped me succeed. The most valuable take away from working with Kohl's is my new-found ability to push myself out of my comfort zone to make connections with everyone from executives, peers, employees, and customers. My internship with Kohl's was so much more impactful than I could have ever expected. I left the summer with a new family of 88 people, countless mentors and peers, and life-long knowledge.



## Kelsey Waggoner

This summer, I had the privilege to be the Woven Tops Merchandising Intern in NYC for Loft Outlet within the Ann Inc. brands. I assisted the head merchant and worked alongside our CFT partners to create the Spring and Summer 2019 assortment and follow the product life cycle calendar from the beginning creative stages, including line building and coloring, to the managing of samples and attending fit sessions, all the way to the visual merchandising of the assortment. I also ran reports and attended all business meetings with the entire Loft Outlet team. Here I was able to present merchandise and share selling in two different store sets as well as present merchandise during a store walk through in July. I built many valuable relationships during my time in the office- even with the VP of Merchandising who knew me by name. Each team member took time to touch base with me and invest in my experience. I will forever be grateful for the trust they put in me this summer to make real decisions and impacts in the department. I felt appreciated and encouraged by HR, my manager, and team and hope to continue on with Ann Inc. post-graduation.



# NRF NEXT GENERATION SCHOLARSHIP SEMI FINALIST: MARIEL EMERY



I began my involvement with the National Retail Federation when I had the chance to represent FSU in 2018 at the NRF Student Program in NYC through the Rising Star Scholarship. This allowed me to realize my passion to become a leader and an agent of change within the retail community. My prior experience with NRF sparked my interest in applying for the 2019 Next Generation Scholarship. For this competition I was required to write an essay that identified a major retail disruptor within a particular segment of the industry in which I chose Zara, a leader within the fast-fashion world. I also had to create my own personal brand video, where I shared how my retail passion began, what I've learned through my work and life experiences, and how I want to make an impact on the industry. I was excited to find out shortly after submitting that I had made it to the next round as a semifinalist. I have since interviewed and participated in an extensive case study for the second round. I am very grateful to have made it to the semi finals and to have another opportunity to attend the NRF Student Program and Gala in January. This opportunity will allow for me to grow into the future leader I have always wanted to become and encourage me to make a difference within a community that I am so passionate about.

## Get Social With the FSU Retail Center

**Facebook:** / TheFSURetailCenter

**Twitter:** / @FSURetailCenter

For more information Contact  
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## Save the Date!

January 7th: Spring 2019 classes begin

January 16th: Retail Summit

January 17th: FSU Career Fair

March 18th-22nd: Spring Break

August 26th: Fall 2019 classes begin

September 18th: 25th Scholarship Dinner

September 19th: FSU Career Fair

## THANK YOU TO OUR CENTER MEMBERS

