

# FLORIDA STATE UNIVERSITY RETAIL ENTREPRENEURSHIP NEWSLETTER



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This past January the FSU Retail Center hosted the annual Retail Summit held in the Olgsoy Union Ballroom. The networking event started with key note speaker Reesa Lake, proud FSU alumna. She spoke about her professional journey and shared with the students a timeline of her successes and failures. Students then had the chance to network with various retailers and used the opportunity to ask questions and collect advice. The Retail Summit is a wonderful way for students to interact with retailers and company executives while practicing their professional skills. We are grateful to all the businesses that gave our students wonderful advice and thank them for helping make this event happen.



*"Reesa Lake gathered and held the attention of the ballroom during her speech. Her story inspired everyone from how she arose from being laid off two jobs to being a Partner and Executive Vice President of Brand Partnership at Digital Brand Architecture"* -Retail Entrepreneur student

*"The entire experience was enlightening and allowed me to practice wearing professional clothing as well as building my networking skills. I look forward to attending in future years"* -Retail Entrepreneur student



# YMA FSF CASE STUDY

Every year the YMA Fashion Scholarship Fund hosts a national Case Study Competition for students in various schools and majors to compete for scholarships. This year, three FSU students won prizes at the \$5,000 level; two of these students, Hayley McAleese and Jessica Bachansingh, are seniors in the RMPD program. They both submitted projects in the Design and Product Development Category of the competition, which challenged them to choose a fashion company that should expand into a new country, justifying the decision, and designing an entirely new product line to launch the international expansion. Jessica chose to expand eyeglass company Warby Parker into Australia while Hayley chose to expand women's ready-to-wear brand Goat into the United States. They, along with the other scholarship winners, were also invited to New York City to attend multiple networking events, a career fair, and a star-studded awards gala. The trip not only celebrated their work and potential, but also exposed them to new opportunities in the industry.

*-Hayley McAleese , RE Student*



## CLUB HAPPENINGS



This semester AATCC has been focusing on incorporating textiles and spotlighting more aspects of the industry besides buying and merchandising. We were able to take a tour of the textile lab and learn more about textile research. We also had the opportunity to take a tour of Cotton Colors headquarters, and learn more about their product development! We're looking forward to exploring all aspects of the retail industry.

This semester the Collegiate Merchandising Association hosted events that included Skype calls with alumni to discuss internship opportunities and post-graduation tips. Our favorite activity was "Lovestruck at the House of Style", which was an event that focused on donating gently used formal dresses for local high school students who can't afford to buy their own prom dress. Our spring issue of CLUTCH Magazine was released the last of week of classes, we are excited for it's continued growth.





# INTERN SPOTLIGHT

## Samantha Fream: Bealls



My name is Samantha Fream and over the summer I did an internship at Bealls. For my internship, I worked as a store manager for 10 weeks in Riverview, Florida. I honestly did not have any retail experience prior to this internship so I had to learn everything from scratch. Some of the daily/weekly tasks I learned were to: open and close the store, unload the truck, separate the merchandise, merchandise the store and perform markdowns. Since I want to work in management, the biggest take away this summer was shadowing my store manager Margaret. She is a great boss and I aspire to be a fantastic boss like her one day. By the end of my internship, Bealls offered me a job as a Merchandiser in Training, which basically means it is a fast track to corporate. This is a great company and I am so grateful that I had the opportunity to participate in the Bealls Internship program.

## Danielle Schweiger: Coach

This summer I had the honor of working at the Coach Headquarters in New York City as the Men's Product Development Intern. After applying online, I was invited to attend a 'meet and greet' at the offices in New York City where I was able to pass out my resume and network with different brands and departments. I wasn't sure if this event would be worth my time and money; I had already been rejected many times by many companies. Luckily, I decided to take a chance and follow my dreams. As a Product Development intern at Coach, I was able to gain knowledge on sample management activities including achieving design aesthetic, quality standards, margin goals, and timelines. My main responsibilities were handling the incoming prototype samples and inputting the design updates into Coach's Product Development systems. The most valuable takeaway from my internship is my newfound ability to view my experiences as opportunities for growth within myself and my goals, both professionally and personally.



## Alahni McGahee: Burlington



Last summer, I completed a buying internship in boys' tops at Burlington Stores. The office I interned at was just outside Philadelphia, PA in Burlington, New Jersey. I was very nervous to start an internship with this company but I knew I had what it took to succeed in this industry and that this was the opportunity for me to show that. My responsibilities were to make competitive shopping reports which showed our competitors merchandise and prices and how they compared to ours, analyze the selling of the products that we had in store, and to fill out purchase orders for any buys that were made while we were in market. The most valuable thing I learned from my whole experience with Burlington is that you have to believe in yourself if you want people to believe in you. I came in with a vague understanding of the business but studied and worked hard and used that to make me a valuable member of the team. I am happy to say that I will continue my career with Burlington in July as an Assistant Buyer!

## Melodie Morris: Haddad Brands

This past summer I had the incredible opportunity to be a product approval intern at Haddad Brands in New York City. Every day I assisted my team in reviewing all aspects of the product, starting with fabric quality, lab dips, strike-offs, bulks, and ultimately, the pre-production sample. My favorite part was getting to sit in on cross-functional meetings and learn about all aspects of the business, including merchandising, sourcing, marketing, and design. Haddad Brands invests a considerable amount of time and energy in the learning experience of their interns. Throughout the summer, I was able to work on various projects to gauge new market opportunities and present my findings to company executives. I loved being part of such an amazing organization and getting to work with iconic brands like Nike, Levi's, Converse, Jordan, and Hurley. Each day I learned something new and gained valuable experience that will help me in my professional career.



# TEXTILE RESEARCH: CREATING PATTERNS FROM SHEET MUSIC



Dr. Ridgway Clayton

I have been doing textile research under Dr. Ridgway Clayton based on the song *Brahms' Lullaby*, which is one of the most famous and recognizable melodies given that it is used all around the world to sing babies to sleep. The goal is to create a pattern that mimics the effects of the phenomenon of synesthesia. Using the song's sheet music, I identified each note and note length with different colors. Then, I created stripe pattern on illustrator using different colors for each note and different stripe widths based on the length of the notes. I have created several different colorways for the pattern, one monochromatic, one of aniline colors, and one using

stoplight colors because the stoplight was invented the same year *Brahms' Lullaby* was published. After test printing the colorways, we will decide on one and then construct a children's nightgown using the print and a pattern from the 1860s. - Jordan Phelan, RE Student Researcher



MONOCHROMATIC



ANILINE



STOPLIGHT

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## Save the Date!

**August 26th:** Classes begin

**September 18th:** Annual Scholarship Dinner

**September 19th:** Career Center Seminole Futures

**December 9-13th:** Final Exam week

**January 22nd:** Annual Retail Summit

## THANK YOU TO OUR CENTER MEMBERS!

