

Presented by:



Program Schedule

March 9: Introduction and Bragging Rights	March 10: Purpose Board Party	March 16 + 17: Your Authentic and Confident Self Challenge #1
We will set the stage for a successful program with: <ul style="list-style-type: none">• an overview of each session in the Fashion Edition series• an introduction to your coaches and advisors• a 'brag session' where you can confidently share your skills!	You will spend some time creating a visual representation of what you envision for your life. You will define, clarify, and reinforce your aspirations and learn how to stay focused. Your board will tell your story: where you want to travel, the career/position you will own in the fashion industry, your family... it's all about what you want in your lifetime. Your board will serve as a daily motivator to help you achieve your goals and aspirations.	How confident do you feel when starting out in a new position? How do you advocate for yourself with confidence and professionalism? This challenge will help you explore the power of authenticity, self-image and self-advocacy. Be prepared to have some fun, laugh at yourself and discover your strengths!
March 23: Building A Brand People Will Follow	March 24: Who is Your Customer?	March 30: Panel Discussion
Whether you are a rising fashion entrepreneur or seeking to be an employee at a fashion company, your brand is what helps drive business and influence promotions. You will walk away from this session with clarity on how to develop a brand people will love and follow.	In this session, you will dive into your audience + get to know your ideal customer on a deeper level. Having the ability to understand your customers' wants and needs for any product or service is critical to your success. This will be key in creating your unique brand message to connect with + stand out to your customers.	Industry professionals will join us to share their journey, listen to your aspirations and offer guidance and feedback that will help further your career and/or business goals.

In Partnership With:



Presented by:



Program Schedule

March 31 Stylin' & Proflin' Challenge #2	April 6 + 7: Upcycle Goes Glam Challenge #3	April 13 + 14: Graphic & Presentation Design
Bring your eye for fashion into the field. This challenge will help you develop the skills to identify brand competitors, present a trend and customer report, and learn to utilize mobile devices as a market research tool.	With the guidance of an award-winning seamstress, you will explore basic design skills and work with various materials to create and "sell" a finished repurposed outfit. This challenge will encourage you to use your creative design and marketing skills.	Here you learn the importance of visual aesthetics and how to communicate with your audience visually. Your design allows individuals to know who you are and to identify with you or run from you.
April 20: Be the Buyer Challenge #4	April 21: Portfolio Design	April 27 + 28: Proposal Writing 101 Challenge #5
Ever wonder how your favorite store picks the products you see on their floor? Here's your chance to be the buyer! Buyers are the backbone of a retailer's business because they pick the products that will drive profits. This critical job is so much more than shopping fashion shows, events and showrooms. In this session, you will get the tools and skills necessary to complete a 'mock buy' for your favorite retailer to be critiqued by experts who know the game of buying and selling fashion.	Be prepared to design a marketable portfolio to share with potential employers, clients and/or apprenticeships.	Successful proposals are the lifeblood of many businesses. During this session, you will learn how to write persuasive proposals that will help you secure contracts for your business or the company you work for or wish to work for.

In Partnership With:



Presented by:



Program Schedule

May 4 + 5: Business Trip to NYC Fashion District Tour	May 11: Capital Region Business Trip	May 12: Action Plan Review
This two-day overnight business trip includes a three-hour educational tour designed to give you a behind-the-scenes look at how garments are produced, and an opportunity to meet with accomplished fashion professionals.	This business trip will introduce you to local creative companies from co-working spaces to fashion stores.	Let us take the time to measure the degree of your success and prepare for the ceremony.
May 18: Networking Mixer + Pitch Your Brand Challenge #6	May 19: Rites of Passage Ceremony Challenge #7	
This event is designed to support and challenge you to apply the professional skills you have learned throughout the Institute. You will network with professionals from various industries. Be prepared to put your best foot forward – you never know who is hiring or looking to contract with a freelancer.	It's time to CELEBRATE! The Rites of Passage Ceremony marks your transition from one level to the next.	

In Partnership With:

