

# REQUIRED PROJECT FOR FASHION MERCHANDISING APPLICANTS

## 2010– 2011 ADMISSIONS

In addition to the Marist College Admissions application, the following project is required for prospective merchandising majors @ Marist College.

### Part 1: Required for all applicants.

Tell us in 350 words or less why you would like to study the fashion industry. Possible topics might include why fashion interests you, how you follow the fashion industry, a description of how someone or some experience inspired your interest in fashion, or a description of your ideal career in fashion.

### Part 2: Choose one of the following projects:

Prepare a 150-300 word essay for this portion of your professional project that includes visuals to support your statements and ideas.

#### **Option A: Prepare a Fashion Trend Report.**

Visit a local shopping district or mall. As you observe shoppers, make notes about what people are wearing. Compare/contrast the leading fashion trends being promoted by retailers or fashion publications to the clothing being worn by shoppers in the area.

#### **Option B: Analyze a Fashion Company.**

Choose a fashion company and tell us your opinion of how they do business. What makes the company strong or weak? What are they doing now? What should they do next? If you were a senior executive with the company what would you do to make the business better?

#### **Option C: Create a Customer Profile.**

Interview someone you do not know very well. Ask them their current favorite source for purchasing fashion items. Also inquire as to likes and dislikes about other topics such as school or work, music, art, cars, literature, hobbies, sports, travel, education, etc. Based on what you learn about this person, describe her/him as a customer and describe products that she/he might be inclined to purchase.

Include both parts 1 and 2 in an inexpensive folder or binder that is clearly labeled with your name and address. All items should be clearly labeled with your name and address. Please note that your submission will not be returned. **Materials must be postmarked by Nov. 15<sup>th</sup> for Early Decision, Dec. 1st for Early Action and Feb. 15<sup>th</sup> for Regular Admission.** See next page for Transfer or Adult Students project due dates. Your application to the College will be considered incomplete until we are in receipt of your merchandising project. Please attach the following page to submission.

If you require any additional information regarding these requirements, please contact the Fashion Program office at (845) 575-3124 Monday-Friday 8:00 am to 4:30 pm or email FASHION@MARIST.EDU

