

New York Fashion Week February 6–9, 2020

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 this February's New York Fashion Week. This unique 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.

Students who aspire to work in the fashion industry are able to 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. Institutions who have participated in IMG's NYFW program included Alabama, Arkansas, Auburn, Delaware, Howard, Michigan State, Oklahoma, Pittsburgh, TCU, Texas A&M, UCLA, Virginia Commonwealth, Virginia Tech, 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 insight into the fashion and retail industry for students.

To be considered for the Project Submission for the February 2020 New York Fashion Week experience, submit a statement to licensing@arizona.edu on:

- why you would be an exceptional representative for the University of Arizona, and
- how this experience will impact your professional goals

The email subject line should read: "YOUR NAME" NYFW Statement. The email should also include a copy of your transcript and two references from professors at the University of Arizona.

Deadline to submit is Monday, September 30 at 5 PM.

Students will advance to the Project portion of the Submission based off their statements. Statements are judged by a panel of University faculty and staff.

The Project is as follows:

New students at the University of Arizona have the opportunity to collect up to 16 t-shirts during the first week they are on campus. In an effort to further the University's mission around sustainability and preserving the environment, we want to give new life to these t-shirts.

1. Students must design a piece from 16 provided t-shirts, and present a completed item to the judging panel.
2. In addition to creating this piece, students should be prepared to present on why they created the piece that they did, the effect their efforts will have on the sustainability of the t-shirts, and what the third and fourth life of the t-shirts could be.
3. Students will present their item to the judges on November 21. Students should present a physical piece or item of their creation, and may present their reasoning and future plans in the format that best represents their vision. This can include, but is not limited to: powerpoint presentation, sketches, prototypes, etc. Scores will be based off how the student exemplifies sustainability and their creativity.