

Fall Fashion Week September 5–8, 2019

The University of Arizona, IMG College Licensing and IMG's fashion events division are offering a one-of-a-kind educational experience for students at this September'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 to apply for the 2019 Fall New York Fashion week experience, submit a statement to licensing@arizona.edu on:

- why you want to participate in this program and
- how this experience will impact your professional goals

The email subject line should read: "YOUR NAME" NYFW Statement.

Deadline to submit is March 18.

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

The application project is as follows:

1. Students must design a fashion line based off an assigned University of Arizona Tech Unit. Designs must incorporate branding elements from the University's branding guidelines found at brand.arizona.edu.
2. In addition to creating a fashion line, students need to create a presentation detailing how the University brand was incorporated into the fashion line and how the line is reflective of the Tech Unit.
3. Students will present their fashion line to the judges on April 26. Students may present their creations in the format that best represents their vision. This can include, but is not limited to: powerpoint presentation, product sketches, garment prototypes, etc. Scores will be based off how the student includes the university of Arizona brand and "tech unit" into their design.