

New York Fashion Week September 3-6, 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 September 2020 New York Fashion Week experience, submit an email to licensing@arizona.edu including:

- a statement explaining
 - why you would be an exceptional representative for the University of Arizona
 - how this experience will impact your professional goals
- a copy of your transcript
- two reference letters from professors, T.A.s, advisors or employers at the University of Arizona

Deadline to submit this email is Thursday, February 27 at 5 PM.

Students will be selected to 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:

1. Students must design a bag using only the provided materials.
2. In addition to creating this bag, students should be prepared to present on why they created the bag that they did and what is its function.
3. Students will present their bag to the judges on April 24. Students should present the physical bag of their creation, and may present their reasoning and functionality in the format that best represents their vision. Scores will be based off the rubric, which will be provided to the students selected to participate.