



Cornell University College of Human Ecology

Fashion Design Management Case Study | 2018

How does fashion evolve from a sketch or idea into a final product that we find online or displayed in a store? This is the role of Fashion Design Management which merges creativity and business savvy to bring the most potentially successful and profitable products to the ultimate consumer. Fashion Design Management focuses on the business of the fashion industry and students should be able to assess a variety of industry sectors and influences to develop, market, and distribute fashion products.

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The *Fashion Design Management Case Study* is required for all freshmen and transfer applicants interested in the [Fashion Design Management option](#) of the Fashion Design & Management major, and will be considered along with your college application materials. Applicants interested in the [Fashion Design option](#) must follow separate portfolio guidelines available at www.human.cornell.edu/admissions.

The *Fashion Design Management Case Study* consists of two required components: the Written Statements and the Case Study. Applicants must complete and submit both components. An optional third component consists of creative work.

Submit the *Fashion Design Management Case Study* via www.cornellche.slideroom.com. Mailed materials will not be accepted, reviewed, or returned.

All work must be original and produced by the applicant. Submissions found to have significant similarity to work posted on the internet or from other sources will not be accepted.

[Part 1] Written Statements – Tell us more about yourself by responding to each question below.

- Please describe any fashion-related work experiences, courses, or events/activities (including internships and volunteer work) in which you have participated. (Maximum 250 words)
- How do you stay up to date on fashion? Describe the types of media you read or watch regularly. (Maximum 250 words)
- What does Fashion Design Management mean to you? Which of the Fashion Design Management areas (marketing management, product development or communication) interests you the most and why? (Maximum 500 words)

Submit Written Statements (maximum of 2 pages) to Slideroom.

[Part 2] Case Study – Present your perspective on the business side of fashion.

Create a new brand for a fashion retailer (for example, Forever21, J. Crew, Nordstrom, etc.). Research the fashion retailer before creating your new brand and then respond to each portion of the case study below.

- (1) **Brand name selection.** Provide the name of the fashion retailer selected and the name of the new brand you developed. Explain in 3 – 4 sentences why you chose the name and how it is appropriate for the fashion retailer you selected. **Submit (1) page to SlideRoom.**
- (2) **Customer lifestyle images.** Show the customer for this brand using three images to represent the customer's lifestyle, and provide a statement for each image to describe why it represents the customer's lifestyle. **Submit (1) page per image (maximum 3 pages) to SlideRoom.**
- (3) **Customer looks.** Create 3 looks for this brand that would be worn by the customer for different activities (you may provide original sketches, take photos of models wearing clothing, or use existing images from other sources, like catalogs, magazines or the internet), describe the garments for each look, and why the activity represents the brand. **Submit (1) page per look (maximum 3 pages) to SlideRoom.**

- (4) **Brand promotion.** Provide one example of how you would promote this new brand to customers (how would it be the most visible to your specific customer? In a store? Online store? Blog?). Explain why you chose this type of promotion in 3-4 sentences. **Submit (1) page to SlideRoom.**

Submit Case Study (maximum of 8 pages) to Slideroom.

[Part 3] Optional creative work

Submit up to three (3) additional images of prior creative work for consideration. Submissions can include photos, videos, and blog posts, as well as garments or accessories you have made.

Submit optional creative work (maximum of 3 pages) to Slideroom.

FAQs

- **I thought creative supplements/portfolios were only for designers. Since fashion design management has a business focus, what are some of the things you are looking for in the portfolio?**
The fashion industry has creative and business components and we are interested in understanding how you perceive fashion around you and interpret those components.
- **Where can I look for research for the retailer I selected?**
To start your research, you may create a list of potential retailers you think would be interesting for this challenge. Visit their websites and look for “Company Information” or “About Us” information to learn more about their background and customer. You can also see if there is a store in your area and take a visit to look more closely at the merchandise and talk to store employees.
- **Where can I find images to include?**
Resources for images can come from print catalogs, fair use image databases, or you may take your own photographs. Be sure to appropriately credit images and photos if you use those owned by someone else.
- **How can I highlight my work experience in the portfolio?**
The written statement portion of the portfolio allows you to describe your work experience. If you have visuals (images or designs) that resulted from your work experience, you can add this as “optional creative work” in Slideroom.