

## DAY 1

Arrive in Los Angeles and check in to the USC dorms.

## DAY 2

After orientation in the morning, spend the rest of the day immersed in the ins and outs of the fashion industry. Discover the wide range of career options available, learn about the production lifecycle and understand the elements of brand identity. Collaborate in small groups to develop business profiles for brands.

- Morning class: Program Orientation
- Afternoon class: The Fashion Business
- Afternoon activity: open forum with guest speaker

## DAY 3

Be your own boss today! Create your own brand, following the entire concept to consumer process from style boards to customer profiles and market strategies. Understand the elements of creating cohesive collections with in-depth lessons on the principles of design and textiles. Visit the iconic Los Angeles County Museum of Art (LACMA) and get inspiration from all the incredible works of art.

- Morning class: Branding and Identity
- Morning activity: guest speaker
- Afternoon class: Design Process
- Afternoon activity: The Los Angeles County Museum of Art (LACMA)

## DAY 4

Refine your sketching skills by practicing fashion illustrations. Work on garment construction with a body measurement exercise and sewing lesson. In the afternoon, head over to Fashion Institute of Design & Merchandising (FIDM) for a tour of the college.

- Morning class: Fashion Sketching
- Afternoon class: Pattern Drafting II and Garment Construction II
- Afternoon activity: fashion school tour at FIDM

## DAY 5

Experience firsthand color dyeing techniques on different fabrics. Listen to an expert speak on being a Fashion Colorist. In the afternoon, dive into the world of activewear, learning about the impact of sports clothing on current fashion trends and participating in an outerwear design challenge.

- Morning class: Fabric ID
- Morning activity: guest speaker
- Afternoon class: From Sport to Runway Activewear Challenge
- Open lab time

## DAY 6

Go on a company tour of Swisstex California to watch the dyeing and finishing of knit fabrics. Wrap up the week with class presentations, where students share their takeaways, showcase their work from the week and receive certificates to celebrate their completion of the program.

- Morning activity: company tour of Swisstex California
- Afternoon activity: class presentations and certificate ceremony

## LEARNING OUTCOMES

Gain insight into all business, technical and creative sides of the fashion industry. With expert guest speakers and a tour of the Fashion Institute of Design & Merchandising (FIDM), learn about the wide variety of career paths available. Participate in group exercises to grow your collaboration skills and practice creative-problem solving. By the end of the week, students understand how to create and establish a brand, illustrate fashion sketches, design cohesive collections, and analyze trends.