

DAY 1

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

DAY 2

Review the week's classes and activities before discovering what it takes to develop a strong brand identity and build a brand that lasts. Students have the opportunity to engage in an open forum with a fashion designer about starting a brand.

- Morning class: Program Orientation
- Afternoon class: Branding and Identity II
- Afternoon activity: open forum with guest speaker

DAY 3

Go through all the stages of the product development process, from creating a season concept to material sourcing and costing. After a tour of the Garment District, students take inspiration from red carpet looks and turn them into reimagined designs.

- Morning class: Product Development Process
- Morning activity: Garment District tour
- Afternoon class: red carpet look design challenge
- Open lab time

DAY 4

Start the day with a design challenge where students deconstruct and reimagine old denim pieces to create new looks. Tour the facilities of GUESS Jeans and participate in a Q&A session with a panel of fashion designers, buyers and product developers.

- Morning class: upcycled denim design challenge
- Afternoon activity: company tour of GUESS Jeans
- Open lab time

DAY 5

Using the clothes they packed for the week, students exercise their creativity to design and style streetwear looks. Spending the morning sketching out your inspiration and crafting your piece. Pull the whole look together by pairing your final design with your own clothing item for a fresh, innovative streetwear look. End the day with open lab time to finish pieces for the week's closing ceremony.

- Morning class: street style design challenge
- Afternoon activity: runway review
- Open lab time

DAY 6

Time to hit the runway! During the closing ceremony, students model their own designs from the week to showcase their hard work. Families are invited to watch the runway show and join in the celebration as each student receives a certificate to commemorate their completion of the Project Fashion program.

- Open lab time
- Morning activity: runway walk-through
- Afternoon activity: closing ceremony

LEARNING OUTCOMES

Spend a week challenging your ingenuity and developing your personal fashion aesthetic! Throughout the session, students gain inspiration for their work as they are introduced to various styles and trends in the fashion industry. Become experts in the product development process, from concepting designs and garment construction to bringing brands to market. With style challenges and daily lab time, students get to showcase their creativity and grow their design skills. Finish the program with your own collection of designs and pieces to add to your portfolio.