

Welcome to FASH100L721 Summer 2024

Hello! I hope your summer is off to a good start. I look forward to getting to know you over the next eight weeks and increasing your knowledge of the fashion industry.

To start, I wanted to share a little information about myself. I joined the Marist Fashion Program faculty in the Fall of 2018. Prior to that, I worked in the fashion industry in NYC for 17 years. The majority of my career concentrated on buying and planning in the luxury market focusing on women's Ready-to-Wear (apparel). After graduation from college with a degree in fashion merchandising, I started in the executive training program at Saks Fifth Avenue. I spent 5 years at Saks working my way up from assistant buyer to associate buyer to planner. While at Saks, I went to school at night to earn my MBA. After Saks, I joined Valentino as the retail buyer for U.S. stores and was responsible for all product categories. Next, I worked for Giorgio Armani as the buyer for the U.S. stores with a primary focus on women's RTW. From there, I joined the buying department at Tory Burch as the RTW Director of Buying. Most recently, I was the VP of Retail at Derek Lam overseeing all aspects of their retail stores including buying, planning, operations, sales, etc. as well as their e-commerce business and digital marketing.

As for this course, it provides an overview of the fashion industry and will provide insight into the many aspects of the business. For a complete course description, objectives and policies, please review the syllabus which can be found on the "Course Info" tab of the course's Brightspace site.

There are a few items outlined in the syllabus that I would like to bring to your attention:

- The lessons for each week will be posted on Brightspace under the "Content" tab at 12:01 a.m. every Monday. Each week there are lecture slides for your review that discuss the lesson's main topics.
- The recommended textbook for this course is *The Dynamics of Fashion*, 6th Edition by Elaine Stone and Sheryl Farnan (ISBN: 978-1501373091). While the textbook is not required, there are suggested chapter readings to reinforce the main points covered in that week's lesson.
- Each lesson will conclude with a quiz consisting of 10-20 multiple choice and true/false questions. There will also be a homework assignment and/or discussion assignment each week. All information for the quizzes and homework will be covered in the lecture slides.
- The quiz and any homework for that week's lesson must be completed by Sunday at 11:59 p.m. unless otherwise noted. All times are New York time (Eastern Daylight Time).
- There is only one lesson per week, except for Week 1 which has an additional brief introduction lesson.
- There is also a final project that is due at the end of the term on Friday, July 28th at 11:59 p.m.
- If you receive accommodations please forward me a copy your accommodation letter from the Office of Accommodations and Accessibility, so I can adjust the settings of the quizzes for you accordingly.

At any time during the course, please do not hesitate to reach out to me with any questions, concerns, feedback, etc. The best way to contact me is via e-mail at stephanie.conover@marist.edu. I will get back to you as soon as possible with the goal of responding within 24 hours, but most of the time I reply sooner. I'm also happy to schedule a virtual office hours appointment at any time throughout the course.

I look forward to a great summer session with you.

Best,

Stephanie Conover
Professional Lecturer, Fashion Program