



Florida State University Retail, Merchandising, and Product Development Newsletter

The 22nd Annual Scholarship Dinner

This September, the FSU Retail Center celebrated their 22nd Annual Scholarship Dinner, with over 200 students, faculty, and retailers in attendance. The dinner is always a great opportunity for our students to network with executives from around the retail industry to get their sage advice as they search for internships and jobs. Thirty three deserving students were awarded over \$34,000 in scholarships based on the student's academic achievements, leadership abilities, and career goals. We are appreciative to the companies who sponsor these scholarships and support this flagship event. We look forward to the official launch of the FSU Retail Innovation Center, an interdisciplinary venture between the College of Human Sciences and the College of Business. Save the date for January 25, 2017!

-Erin Kahle, FSU Retail Center Intern



"We had a great time recruiting at Florida State. We look forward to visits further in the future!"

- Kristin LaRosa, Burlington

"The scholarship dinner was wonderful, I enjoyed meeting the students. Your program is great!"

- Deborah Menendez, Aveda/TSP



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NRF Student Challenge Case Competition 2017



FSU Garnet Team: Katya Anleu, Mitchell Gaylord, Leah Crooks

This semester, FSU had the opportunity to participate in the NRF Student Challenge, which is a business-case competition for NRFSAs members to display their business acumen and entrepreneurial spirit to retail executives. This year's challenge was to pitch a theme for a store located in NYC called STORY. This store is very unique in that it changes its entire merchandise selection every six to eight weeks in accordance with different themes. For our store theme, we chose Travel. We began working on the case

competition this summer, creating every aspect of the store from the marketing plan to merchandising the store. We put these ideas into a twenty-page paper, a mock website, and a 90-second video. Our team (Katya Anleu, Leah Crooks, Mitchell Gaylord) has been fortunate enough to represent FSU as semifinalists beside 10 other notable schools across the country. It was amazing to bring the whole concept to life and find success in this competition.

- Leah Crooks, Team Member

Club Happenings

AATCC

This October, AATCC had the opportunity to attend the Atlanta Apparel Mart where we formed new friendships, networked with professionals, and experienced the life of a retail buyer. There are thirteen levels of the mart, each featuring a unique assortment of apparel items, shoes and accessories; it was amazing! We were also able to attend the Montreal Collections Fashion Show, have a tour of the Apparel Mart and explore the vendors while shopping for clothes, shoes and jewelry from the cash-and-carry stores. We cannot wait to attend the Atlanta Apparel Mart again in the spring
- Katelyn Sampl, AATCC



AATCC Members at the Atlanta Apparel Mart

CMA

This past November, the members of the Collegiate Merchandising Association had the opportunity to travel to Seaside, Florida. While on their trip, they visited two boutiques: Perspicacity and Mercantile. At the beach-y boutique, Perspicacity, students learned about merchandising a store in color stories and the need to appeal to a target consumer. On the other end of the spectrum, Mercantile was a rustic boutique with a Texan flare. CMA members were taught the importance of buying for an explicit style and the struggles that come with this. Members had a great time on the 30-A, learning from small boutique owners as well as bonding on the beach and over snow cones.

- Alyese Shaffer, CMA

Summer 2016 Internships

Brooke Larson

This summer I had the amazing opportunity to intern at Quiksilver headquarters in Huntington Beach, CA. While there, I was able to learn from the best professionals in the surf industry. I attended sales meetings, pre-line showings, and buying meetings. The internship was very hands on, I learned how to analyze selling reports, put together CADs (Computer Aided Designs), merchandise stores, and help with marketing events around Huntington Beach. Through these tasks, I was able to learn the ins and outs of the surf industry. Before I knew it, I wasn't just working in the surf industry, but I was eating, living and breathing the surf lifestyle.



Courtney Ratcliffe

This past summer I interned in NYC with BCBG, but specifically worked in the Herve Leger Wholesale office. Every day was different, but some of my main tasks focused on creating line sheets, which are excel spreadsheets to keep track of our accounts, and working with the Director of Sales. I also had the opportunity to work Market and assist with appointments for buyers. I think my experience was well rounded and I was able to learn so many different facets of the fashion industry. During my time at BCBG, I was awarded "Super Intern" for my hard work and dedication to the company. I was constantly encouraged to be the best version of myself and that is something I really value going into the workforce.



Savannah Perry

This past summer I did a store management internship with Kohl's in my home town of Jacksonville, Florida. During my internship I was able to work in all departments, giving me a well-rounded experience. Each day I got to choose what I wanted to learn or accomplish that day.



Some days were spent working on the operation side of the business and other days were spent merchandising the floor. After the first month of interning I was working E3 shifts which is a typical shift for a manager on duty, so I really got to see what it was like to be in their shoes. My favorite part of working for Kohl's was how transparent the company was with their employees. The management team showed me how things were done and gave me all the resources I needed to succeed, I will be working in their MIT program upon graduation!

Courtney Dean

Interning in London has been the single most defining moment of my education at Florida State University. As a Visual Merchandising intern at Elizabeth Arden UK, I spent my time travelling throughout Greater London visiting various EA counters, in order to check the store against the VM Guidelines and Snags. I also tracked and kept an updated file on each of Elizabeth Arden's main competitors and was responsible for the administration of file storage for 250+ stores across the UK and Ireland. My favorite part of the internship was getting to travel throughout the UK with the Visual Merchandising Executive to build and install new Elizabeth Arden counters. Throughout the course of my internship, I found a second home in this very special city and living in a foreign country pushed me to adapt and grow a global perspective.



Meet Our New Faculty!

Dr. Meredith McQuerry

Hometown: Salvisa, Kentucky

Universities Attended: University of Kentucky, North Carolina State University

Courses you currently teach: CTE 4443, Quality Assurance

What do you like about FSU so far: I love how welcoming everyone has been from the faculty and administration to the undergraduate and graduate students

Fun Fact: I enjoyed my study abroad and research travel opportunities to France, England, and Scotland so much that my husband and I decided to honeymoon in Spain!



Get social with the FSU Retail Center!

Facebook: /TheFSURetailCenter

Twitter: @FSURetailCenter



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Save the Date!

January 9: Classes begin

January 16: Martin Luther King Jr. Holiday

January 25: FSU Retail Center Launch

January 26: Career Center Seminole Futures

March 13-17: Spring Break, no classes

May 1-5: Final Exam week

May 5: Spring Commencement

Save the date for the FSU Retail Summit!

Wednesday January 25, 2017

11:00-11:30AM

11:45AM-1:15PM

1:30-3:15PM

5:00-7:30PM

Registration

Speed Networking Lunch

Industry Speakers

Reception to launch the

joint FSU Retail Center

THANK YOU TO OUR CENTER MEMBERS!