MAGIC FASHION WEEK is not open to the public. UW students will be selected to participate with the Kohl’s Center of Retailing through application. Student applications will then be ranked and the top 12 will be invited to participate:

- GPA
- Number of credits earned
- Response to question on what you hope to gain/learn from attending MAGIC

**The cost to participate is $450**

This includes hotel room, all associated taxes, tradeshow admittance, group theater show event, a group dinner and supervisory expenses. The cost is based on quad occupancy per double bed room. Alternate occupancy arrangements will require an additional cost. Students are responsible for arranging and paying for their own flight or other transportation to and from Las Vegas. Estimated additional out of pocket expenses = airfare $350, LV cab to/from airport, meals, monorail, & incidentals $200 = $550. The first required meeting in Las Vegas will take place, Sunday, August 16th at 5pm, so students should plan to arrive in time for this meeting.

In addition, students who wish to tour Zappo’s headquarters and have a buyer shadow experience on Thursday, Aug. 20th will be able to through a special arrangement.

To apply: submit the completed registration form, an unofficial transcript and a check for $450 payable to the Kohl’s Center for Retailing no later than by Noon, April 10th, 2015 to Angie Badura. Students will be notified by April 17th if they have been accepted to participate or not based upon the above preferences and rankings. Those not accepted will receive their check back (or destroyed upon request).

Students participating in the MAGIC Tradeshow course must attend the meeting on April 22nd at 6:30pm, in 2255 Nancy Nicholas Hall. Expectations and further details will be discussed at this mandatory meeting. Students will be required to agree to a code of conduct while participating in this opportunity. The detailed daily schedule, preparatory assignments and other pertinent information will be available for participating students through Learn at UW during the summer prior to departure.

For more information about MAGIC: [www.magiconline.com](http://www.magiconline.com)

For questions contact: Dr. Nancy Murray by email: njmurray@wisc.edu

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Attend and experience the Fashion Retail & Manufacturer’s largest industry tradeshows event: MAGIC FASHION WEEK

Including ENKVEGAS, MEN’s, WWDMAGIC, PROJECT, FN Platform, WSA, SOURCING, POOLTRADESHOW & more!

August 16-20, 2015

MAGIC FASHION WEEK is the preeminent trade event in the international fashion industry, hosting global buyers and sellers of men’s, women’s and children’s apparel, footwear, accessories and sourcing resources.

The tradeshow converges twice a year in Las Vegas for one of the most influential business events in the fashion industry.

As an incubator of fashion, MAGIC FASHION WEEK is where new trends surface and develop into what will be seen available at retail.

The show’s goal is to connect and inspire the fashion community.

Trend Tracking is at its best while seeing the new products that vendors are offering for Spring 2016 and beyond.

MAGIC occupies exhibit space in both the Las Vegas Convention Center and the Mandalay Convention Center.

Student participants will experience the behind-the-scenes business of buyers and vendors in the fashion marketing industry, attend industry trend seminars, shadow industry professionals and meet with merchandising and marketing experts about future career opportunities.