Attend and experience the Fashion Retail & Manufacturer’s largest industry tradeshow event: MAGIC

Including PROJECT, THE TENTS, WWDMAGIC, FN PLATFORM, SOURCING at MAGIC, PROJECT WOMENS, THE COLLECTIVE, POOLTRADESHOW, WSA@MAGIC, & more!

August 15-18, 2016

MAGIC is the world's largest fashion marketplace, comprised of many unique communities showcasing the latest in apparel, footwear, accessories, and manufacturing. It is the preeminent trade event in the international fashion industry, hosting global buyers and sellers. The tradeshow converges in Las Vegas for one of the most influential business events in the fashion industry.

As an incubator of fashion, MAGIC is where new trends surface and develop into what will be seen available at retail in the future. The tradeshow’s goal is to connect and inspire the fashion community. Trend Tracking is at its best while seeing the new products that vendors and brands are offering for Spring 2017 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.

MAGIC 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 students will be invited to participate based upon:

- GPA
- Number of credits earned
- Response to essay questions

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 and other transportation to/from and in 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 15th 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, August 18th will be able to partake in this learning opportunity 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 22nd, 2016 to Angie Badura. Students will be notified by April 29th if they have been accepted to participate or not based upon the above criteria, preferences and rankings. Those not accepted will receive their check back (or check destroyed upon request).

Students participating in the MAGIC Tradeshows study tour must attend a mandatory meeting on May 4th at 6:30pm, in 4235 Nancy Nicholas Hall. Students will be required to agree to a code of conduct while participating in this opportunity. After May 4th, the deposit is non-refundable as passes and reservations will be arranged. 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
For questions contact: Dr. Nancy Murray by email: njmurray@wisc.edu