Retail Study Trip to

Las Vegas Convention Center & Convention Center at Mandalay Bay

Dates: August 16-20, 2015
MAGIC Fashion Week is where apparel, accessory, and footwear professionals trade information, preview trends, and build business, unlike anywhere else in the industry.
MAGIC
THE BUSINESS OF FASHION

65,000
ATTENDEES

125
COUNTRIES

5,000+
BRANDS

14,000
RETAIL STORES

“...the best thing about MAGIC is seeing all the collections, the energy from the excitement of newness, the buyer and sales community coming together. Three days at MAGIC compensates for weeks of market in NYC. I’ll take three straight days in Vegas and knock an entire season in one shot.”

Virginia Wong, Lead Merchant, Victoria’s Secret

“...they’re attracting really serious buyers all the way from the specialty stores to the big department stores. This is a global platform, so we’re seeing people from all over the place. It’s an amazing platform. It’s a good place to be.”

Peter Kim
Founder + CEO Hudson Jeans

SHOP THE FLOOR
Advanstar’s digital marketplace, connecting manufacturers and their products with retailers. 24/7 access, 365 days a year. 800+ Showrooms, 4,000+ Retailers. 300,000+ Page Views Per Month, 30,000+ Products. www.shopthefloor.com
Shows Areas at MAGIC

s.l.a.t.e.

PLATFORM

SOURCING at MAGIC

POOLTRADESHOW

STREET MENS/WEAR

Accessories Show
The following Halls are selectable for searching/browsing the exhibitors:

- **WSA (LVH)**
- **SOURCING (NORTH HALL)**
- **REGISTRATION (GRAND LOBBY)**
- **WWD MAGIC (CENTRAL HALL)**
- **WWD MAGIC (SOUTH HALL - Upper Level)**
- **FN PLATFORM (South Hall - Lower Level)**
- **Mandalay Bay Convention Center**
- **Las Vegas Convention Center**

Maps for Mandalay Bay will be live the week of July 29th.
Meetings with Vendors
Meetings with Vendors
Meetings with Corporate Retail Professionals
Meetings with Corporate Retail Professionals
Vendor/Buyer Shadows
Vendor/Buyer Shadows
Other Opportunities at MAGIC Seminar Series

Presented by eBay Fashion

40 Seminars. 70 Executive Speakers.
Trend Seminars

- The Doneger Group
- Fashion Snoops

- Plus private meetings with Trend experts and executives of these trend agencies
David Wolfe : The Doneger Group
Trend Seminars

INNERCALM
FALL / WINTER 15/16

Fashion Snoops

Sourcing in Magic

Tucked away miles from civilization, the Inner Calm man and woman live in a minimalist, wood cabin where they have created a serene atmosphere in their home and way of dress. Knit sweaters, multiple textures play an important role with chunky yarns everywhere. Nature factors in not only with natural fibers, but with fur聆as and abstract motifs inspired by the world around them. Neutral colors to keep it clean yet warm and minimalistic lines add a subtle modern edge.
Tucked away miles from civilization, the Inner Calm man and woman live in a minimalist wood cabin where they have created a cocoon atmosphere in their home and way of dress. Knit heavy, multiple textures play an important role with chunky yarns everywhere. Nature factors in not only with natural fibers, but with fur pelts and abstract motifs inspired by the world around them. Neutral colors to keep it clean yet warm, and minimalist lines add a subtle modern edge.
Student take-aways:

1. Learned more about the vastness of careers for Retailers, Vendors & other marketing areas
2. Retail is a big Industry in a small world: Lots of networking opportunities
3. Trend Forecasting is an important segment of the buyer’s, product developer’s and brand’s role
4. Collaboration is essential for vendors and retailers
Learning by Doing in the REAL WORLD
Enriching Both the Student and the Community

Engaged & Committed ALUMNI, CORPORATIONS & COMMUNITIES

- Students walked the show and trend spotted with Kohl’s buyers.
- Students received the opportunity to attend many different vendor meetings. The picture above is the outside of the Hybrid booth.
- Students meeting with the EVP of Men’s Planning at Macy’s.
- Students received the opportunity to listen to the Chief Operating Merchandiser (CMO) formerly from QuikSilver, now with Hybrid.
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Students received the opportunity to hear about the development of footwear and Chinese Laundry.

Students walked & observed all of the many different tradeshows at MAGIC.

Students attended industry seminars and received career advice from well-known industry professionals. Here students listened to Abbey Doneger, the Owner and President of The Doneger Group. Students also met with David Wolfe, Creative Director of The Doneger Group.

Students learned about what it takes to be a successful retailer and brand while catering to a target market. Students are pictured at a vendor meeting with Sketchers talking with the VP of Sales.
Zappos

• Option for last day (Thursday):
  – Tour of corporate & buying offices in Las Vegas
  – Job shadow with buyer
MAGIC Market Week

• Dates: August 16-20, 2015
• Cost: $450
  – Includes hotel, tradeshow admittance, transportation between shows, a group theater event, a group dinner
  – Does not include airfare
• Applications due by noon Friday, April 10th
• 12 students selected announced on/by April 17th
• Mandatory meeting for participating students on April 22nd @ 6:30pm