YOU Can Win UP TO A $35,000 Scholarship

www.ymafsf.org

WHO is eligible to apply?

- Full time students enrolled at one of the sixty-one member schools listed on the FSF website.
- Freshmen (at the discretion of their educator) through seniors (graduating in spring or summer), transfer students and international students.
- Overall G.P.A. of 3.00 or higher.
- Disciplines such as but not limited to: advertising, communications, consumer science, design, information technology, business management, marketing, supply chain, merchandising, and retail studies.
- Students considering opportunities in the fashion industry after graduation.
- Applicants may reapply for the scholarship each year!

WHAT is the case study?

- The FSF publishes the competition case study in February, required by all applicants to complete.
- The topic of the prompt is “Globalization”.
- The company you choose does not necessarily need be US based; however the international market you chose to expand to may not be one in which your company already has a permanent, physical presence.
- You will complete this objective through either the lens of design, merchandising, analytics or supply chain.
- The company you choose must offer products in at least one of the following categories: apparel, accessories, beauty or home goods; it may be either a multi- or mono-brand retailer.
- You will be judged on the depth and relevance of your research (30% of score), the creativity and feasibility of your ideas (50% of score) and the clarity with which you portray both (15% of score). Following format directions will account for the remaining 5% of your score.
- Projects follow APA format.

WHEN is the case study due?

- Completed case study is due October 1, 2018.
- The submission process is done electronically on the SlideRoom platform.
- The evaluation process is completely anonymous to academic institution and applicant name.
- Approximately 200 fashion industry professionals evaluate the case studies.
- Case studies are evaluated independently by two judges.
- Each question in the case study is assigned a weighted percentage to the total.
- Both judges’ scores are averaged together to get the final overall rating.
- Winners are announced by the end of November.

WHY should you compete?

- MONEY... The top eight applicants with the highest overall score will receive between $35,000 and $15,000 awards. Approximately 200 additional winners will receive between $10,000 and $5,000 award levels.
- The scholarship check is payable to YOU and distributed the first week of March.
- AWARD MONEY CAN BE USED FOR... Any educational expense i.e. tuition, housing, etc.
- AWARDS GALA... Scholarship winners attend the annual January Awards Gala in New York City. Complimentary hotel and travel reimbursements provided to scholars.
- INTERNSHIPS... Access to a national network of internship opportunities.
- MENTOR PROGRAM... Scholarship recipients may select an industry partner as a mentor from March 1st to September 1st.
- REGIONAL EVENTS... Scholars attend networking opportunities, panel discussions with top leaders in the fashion industry.
- JOIN THE FSF ALUMNI ASSOCIATION