FIT
FASHION INSTITUTE OF TECHNOLOGY

Short, affordable seminars and training programs for fashion and related industries

hot topics
WINTER 2016
WINTER NON-CREDIT COURSES

Winter 2016 short-term, noncredit seminars and workshops provide concise learning packages on a variety of topics. For information about these or additional seminars call Professional Studies 212.217.7715 or call Enterprise Studies and Digital Design 212.217.7250
Quick registration fax: 212.217.7176

HOW TO READ THE COURSE LISTINGS
CRN: course registration number
section: letter descriptive of program
day*: Monday - M  Tuesday - T  Wednesday - W  Thursday - R  Friday - F  Saturday - S  Sunday – U

4223       15A            MW       6:20 pm-9:10 pm      D530

SXN 170  WINTER CERTIFICATE INTENSIVE

The Science of Shopping

Featuring Paco Underhill, internationally recognized consumer behavior and research authority, founder and managing director of Envirosell

Learn the principles of selling across the entire path to purchase:
• in-store  • online

Where else but FIT?

Eight-day professional development certificate
January 21–29, 2016

Offered by FIT’s Professional Studies in association with Envirosell

For more details, call 212.217.8707.

SXN 119  Brand You

$95

Our accomplished integrated marketers give you an insider’s look at the strategies and secrets of some of the greatest global brands as a way to teach you to invent and/or reinvent your own personal brand. Drawing on their respective careers at Marvel, Warner Bros., The Walt Disney Company, Cartoon Network, Reed Elsevier Publishing, and Time Warner Cable, this dynamic team shares unique experiences and skills sets to help you achieve long-term professional and personal success. During this action-packed interactive program, you will get answers to how a person can brand themselves, how to conduct a personal SWOT analysis, what the small things about you are that can result in big impressions, and how Brand You can prepare you for the job market or help you grow your career. Most importantly, learn how it’s possible for brands to have staying power in today’s nanosecond-changing, multi-platform world and how you too can stay relevant.

Program tuition includes a working box lunch.

Instructors: Joel Ehrlich, adjunct professor, Advertising and Marketing Communications, principal, The Harmony Group, branding and marketing consultant; and Phyllis Ehrlich, group vice president, client solutions, Time Warner Cable Media, recognized senior executive in integrated marketing and brand building solutions.

1 session: (55A) January 9
3 5 6 2    5 5 A     S     9 3 0 A M - 4 3 0 P M
BRAND MANAGEMENT EXPERIENCE

**SXB 100 Increase Sales and Performance Through Brand Management**
$310  1.5 CEU

How about trying a different and proven approach guaranteed to generate sale of product and an opportunity to enhance your job performance. Learn the practice of brand management, successfully practiced by consumer goods companies and beauty businesses to drive planned sales figures into reality. These five intensive sessions cover every aspect of branding, what it is and how to use it profitably. Discover how a “brand persona” is created, how to measure brand equity and success, and how to cultivate a consumer base. Communication style and outreach programs, including social and viral networking to insure customer loyalty is examined and pricing strategies and ROI calculations, as well as other pertinent measurements are taught by this internationally recognized marketing and branding expert.

Instructor: Bill D’Arienzo, Founder and CEO of WDA Brand-marketing Solutions and Apparel Analytics TM

5 sessions: (55A) January 7, 14, 21, 28, February 4
3214           55A   R   600PM-900PM  SR5

**SXB 400 Brand Lab: Practicum in Brand Test Launching**
$250  1.5 CEU

In preparation for receiving a certificate, students develop a strategic plan for re-positioning an existing brand or launching their own business. Each plan results in an operational platform built with market potential analysis, SWORT analysis, positioning, consumer targeting, brand architecture, and aspects of branding learned in previous courses. The plan must include pro-forma financials to drive the business.

Meet on site for sessions week 1, 2, 4 and 5. Week 3, beginning January 18, is reserved for individual consultation and communication with the instructor by email.

Instructor: Bill D’Arienzo, founder and CEO of WDA Brand-Marketing & ApparelAnalytics TM

5 sessions: (55A) January 4, 11, 25, February 1
3292      55A       M     600PM-900PM  CC6

COMPUTER TECHNOLOGY

**CTB 002 The Mac: Basics and Beyond**
$145  .6 CEU

Jump into the Mac pool with both feet starting with this class! Begin with mastering the key to your Mac success, the Finder, and use that mastery to manage all of your data in the most time-efficient way. Get familiar with Apple hardware, the file structure, keyboard shortcuts, and other productivity tools; customize your Mac experience with system preferences; and learn about all of its included software (iLife, iWork, Time Machine, etc.). Class also touches on text and graphics design subjects so that even a computer novice will walk away feeling comfortable and prepared for the next step. Recommended for, but not limited to, those planning to take courses in design software.

1 session: (55A) January 9
3267      55A       S     1000AM-500PM  CC153

City Source Manufacturing Trade Show

January 26, 2016
10 am - 5 pm
The Great Hall Conference Center at FIT
citysourcejan26.eventbrite.com
See page 12 for details.
CTB 010 Excel I
$295  1.2 CEU
Impressive spreadsheets and charts are easy to make with this premier spreadsheet program. Learn how to create, save, and retrieve a worksheet. Work with ranges, movement techniques, formatting techniques, and formula creation. Learn to display budgets, make projections, and create graphs. Bring a flash drive to class to save your work.

4 sessions: (55A) January 5, 7, 12, 14
3075  55A  TR  PC  620PM-910PM  CC154

CTD 100 Illustrator I
$295  1.2 CEU
Prerequisite: Mac experience required for Mac sections or CTD 002.
Adobe Illustrator is a must for any design professional. Learn to set up a document, create basic illustrations with lines and points, and edit your artwork. Program includes spacing, scaling, rotating graphics, and importing and auto-tracing objects. Creating text paths and aligning text to a circle are also covered. Bring a flash drive to class to save your work.

4 sessions: (55A) January 5, 7, 12, 14
(55B) January 4, 6, 11, 13
3022  55A  TR  MAC  620PM-910PM  CC153
3076  55B  MW  PC  620PM-910PM  CC154

CTD 111 Illustrator II: Graphic Design
$295  1.2 CEU
Prerequisite: CTD 100
Expands upon and develops the skills learned in Adobe Illustrator I. Create dynamic graphics using advanced editing and drawing tools, path editing techniques, filter effects, and masks. Explore the transparency palette, live effects, and the appearance palette. Bring a flash drive to class to save your work.

2 sessions: (55A) January 10, 17
3074  55A  U  MAC  1000AM-500PM  CC153

CTD 200 Photoshop I
$295  1.2 CEU
Prerequisite: Mac experience required for Mac sections or CTB 002.
This hands-on workshop teaches you how to apply Adobe Photoshop to your photography or print media-related business. Functions and controls of each of the program’s major tools are introduced as well as layers, scanning, adjustments, and the principles of file size. Bring a flash drive to class to save your work.

4 sessions: (55B) January 4, 6, 11, 13
3270  55B  MW  MAC  620PM-910PM  CC153

CREATIVE ENTERPRISE OWNERSHIP

CEO 001 Setting a Course for Your Business
$145  1.2 CEU
Starting a business requires clear conceptions about your product or service, and about yourself. Examine your strengths, weaknesses, desires, and definition of success in order to develop a business description that will guide you through the planning process. Find the perfect name for your business; learn how to obtain licenses, permits, and tax identification numbers; and set up your business as a legal entity.

4 sessions: (55A) January 4, 6, 11, 13
2678  55A  MW  620PM-910PM  SR4

CEO 005 Legal Basics for Business Start-Ups
$185  1.8 CEU
A straight-talking guide to staying out of trouble and knowing your rights. Learn how to set up your business, form contracts and agreements, examine leases, and obtain trademarks and copyrights. This course covers the basics, from collections to liability to intellectual property law.

6 sessions: (55A) January 5, 7, 12, 14, 19, 21
3489  55A  TR  620PM-910PM  SR8

CEO 009 Building Your Business Brand
$145  1.2 CEU
Building a competitive edge in an overcrowded marketplace is essential to survive in this economy. This class will show you how to develop the basics of your brand whether you already have a business or will start a new one. We will focus on building a strong identity, naming, finding your differentiator, pricing, positioning, archetype selection, developing your USP, and marketing strategies that will enhance your position in the market.

4 sessions: (55A) January 5, 7, 12, 14
3270  55A  TR  620PM-910PM  D524
CEO 200 FutureLab
$215  1.2 CEU
FutureLab is a unique workshop designed to help entrepreneurs align their business activities now with the vision and the future they’re out to create. FutureLab introduces tools and techniques to plan and grow your business with a focus on effectiveness and profitability. Learn the best in strategic visioning, project planning and management while addressing behaviors, blind spots and thought patterns that are barriers to fulfilling your goals. Whether you’re starting a new company, wanting to create more business, or gain a new focus on the company you currently have, FutureLab is the perfect way to bring your vision into reality.

2 sessions: (55A) January 9, 10
3269  55A SU  1000AM-500PM  SR9

DATA ANALYTICS: RETAIL MARKETING

SXY 100 Intro to the Power of “Big Data”
$125  .6 CEU
Marketing is a new game. A mix of modern digital-related methods that focus on how to build your brand, bond with your customers, and add value to product and service are replacing traditional concepts that have been in play for decades. Discover just what digital marketing is, the role played by data analytics, and why this is important. Learn the meaning of key terminology and buzzwords as you find out how the new marketing uses SEM, SEO, display ads, e-commerce, email, social media, online advertising, and mobile communication to drive business. Lecture includes the basics of data analytic measurements as a tool.
Instructor: Dalia Strum, consumer and business strategic digital media expert and fashion-related social shopping consultant, and founder Mommy’s ToolBox.

2 sessions: (55A) January 14, 21
3402  55A R  600PM-900PM  TBA

FASHION BUSINESS

SXF 117 How to Maximize Social Media–Social Commerce for Fashion Businesses
NEW
$185
Learn to capitalize social media usage for business growth and to increase touchpoints with your target market and specific customers. Take a look at blogging, posting, pinning, and tweeting, as methods to engage specific demographics, morphing social media into social commerce. Become fluent in the buzzwords as you examine how digital developments from websites to smartphone apps create a more efficient and successful customer experience and foster loyalty. Program includes a critical look at various successful platforms as well as strategies that failed and why.
Instructor: Dalia Strum, consumer and business strategic digital media expert and fashion-related social shopping consultant and founder, Mommy’s ToolBox.

3 sessions: (55A) January 5, 12, 19
3580  55A T  600PM-900PM  TBA

SXF 200 How to Style, Plan and Merchandise an Apparel Line
$235
If you are a manufacturer, designer, or product developer, this course will help you create a cohesive and saleable line. Start with the merchandising function, which stresses how to plan, fashion, and implement customer targeting for regional markets. The design process and color, fabric, and silhouette selection are demonstrated and sourcing is discussed. Includes information on the first sample and the control steps vital to the production phase, both domestic and foreign. Learn how to present your collection and receive tips on resources throughout the world.
Instructor: Kathlin Argiro, adjunct professor Fashion Design; fashion designer, couture and bridge late day into evening and special occasion apparel.

4 sessions: (55A) January 5, 12, 19, 26
2960  55A T  600PM-900PM  SR9
SXF 400  Fashionspeak: How to Get What You Want, When You Need It
$235
In the fast-changing fashion business, having the right vocabulary to describe trends, garments, and modern production techniques increases your professionalism and improves your ability to get the look and quality you expect. This program will teach you how to use correct terminology. Learn to describe silhouettes and details for product development and computer applications through visits to The Museum at FIT, a private label manufacturer, a computer design service, and exploring design and color forecasting industry websites. Highly recommended for marketers, merchandisers, product developers, fashion media, and financial industry personnel who need to communicate in the lingo of the fashion trades. First class meets in Room E226, with subsequent locations discussed at first class. Class limited to 15.
Instructor: Jaye G. Edelstein, adjunct assistant professor, Fashion Design-Apparel; professional designer/product development specialist.
4 sessions: (55A) January 12, 14, 19, 21
2882  55A  TR  545PM-900PM  TBA

SXF 501  Fabrication Dyeing, Printing, and Finishing Essentials
$185
Would your career benefit from a more complete knowledge of textile and garment dyeing, printing, and finishing techniques? This intensive workshop covers styling fundamentals and selecting fabric in response to market demands for the apparel or domestics market. Patterns, colors, and finishes are stressed. Program considers dyestuff properties and their applications; screen, roller, and heat transfer printing; and chemical and mechanical finishing processes. Excellent follow-up to SXF 500.
Instructor: Margaret Bishop, adjunct professor, Textile Development and Marketing; international consultant, textile development.
2 sessions: (55A) January 20, 21
3393  55A  WR  600PM-900PM  TBA

SXF 600  Quick Sketching for the Fashion Business
$165
Learn how to present fashion design ideas or adaptations through simple fashion sketching using effective shortcuts. Illustrate fashion details and draw fashion figures, apparel and flat sketches. Learn to enhance your fashion communications skills, particularly in areas related to private-label product development or translating ideas gathered at the market. Although no professional art training is required, basic creative abilities are helpful.
Instructor: Diane De Mers, Professor, Fashion Design-Art
3 sessions: (55A) January 7, 14, 21
2804  55A  R  600PM-900PM  TBA

SXF 610  The Great Designers
$200  Online course
What better way to gain insight into key designers than through a combination of lectures and examinations of actual garments from the costume collection of The Museum at FIT? Discover how important fashion trends influence lifestyle and dressing. Gain a greater understanding of fashion influences and important designer trademarks.
Instructor: Beryl Wing, AICI, CIP, image.
3 sessions: (OL1) January 4 – January 25
3480  OL1  Online course

SXF 700  Demystifying Fashion Forecasting
$175
Find out how trends are tracked from an actual forecaster and learn to construct your own mood boards. Whether you are in design or retailing, properly train your eyes to recognize fashion cycles and see how silhouettes and colors evolve. Be a market leader by learning to gather, evaluate and use substantive phenomena to create or select your own exciting and timely products. In the final class, make your own forecast presentation board in a stimulating workshop environment. Board will be supplied.
Minor expense for additional materials required to complete your board discussed in first class.
Instructor: Jamie Ross, adjunct professor, Fashion Merchandising Management; creative director at The Doneger Group.
3 sessions: (55A) January 7, 14, 21
3481  55A  R  615PM - 830PM  SR4

SXF 725  Expert Fashion Trend Online Research for Line Planning
$245  Online course
Fashion trend research is available and affordable on the internet if you know how to find it and how to focus your searches. If you are navigating through a sea of images and sorting through myriads of reports and articles, learn to get just what you need fast! See tools like the Forecast Timeline, Runway Color Tracking, Forecasting, Trend Watch, Webinar, and others. Find out how to construct your own mood boards and storyboards using the latest online tools. Experience what virtual shopping is like in cities around the world, as well as fashion market events, all without leaving your desk chair.
Instructor: Bernard N. Kahn, adjunct assistant professor, Production Management: Fashion and Related Industries: manufacturing consultant.
6 sessions: (OL1) January 4 – February 16
3576  OL1  Online course
SXE 100  Introduction to Fashion Publicity and Events Planning  
$275  1.2 CEU  
Are you a freelance specialist or an executive responsible for promotional events? This intensive program teaches you how to formulate media plans for topnotch participatory experiences and events to promote products and services appropriate for your company or freelance business.  
Instructor: Barbara Berman, wardrobe and show coordinator with guests from the field.  
3 sessions:  (55A) January 19, 21, 26  
2798  55A  TR  530PM-930PM  SR4

FASHION STYLING

SXS 100  Introduction to Fashion Styling  
$300  1.8 CEU  
If you have a strong visual sense and an aptitude for working with color and proportion, consider becoming a fashion stylist, creating visual solutions for publications, media, and entertainment events. This course provides an in-depth study of the stylist’s role in print and interactive media, with an emphasis on fashion and accessories. The actual work and responsibilities of the assistant stylist and stylist-from shopping and prepping merchandise to working with models and layouts—are covered with work assignments. Some additional expenses required. Text assigned at first class. Digital camera is recommended for final project.  
Instructors: Emma Sosa, professional stylist; Nancy Alusick, professional stylist; or Sadia Seymour, professional stylist.  
3 or 6 sessions:  (55A) January 5, 7, 12, 14, 19, 21  
(55B) January 8, 9, 10  
2795  55A  TR  600PM-900PM  TBA  
2968  55B  FSU  930AM-430PM  SR5

SXI 100  Introduction to Image Consulting  
$300  1.8 CEU  
Capitalize on your fashion industry experience and education by learning the basics of image consulting in this in-depth technical program. Course of study includes color, line, and visual principles. Analyzing the human figure and face is stressed. Hair, makeup, and skin care information is covered. The class is highly interactive and attendees complete reading and work assignments.  
*Bring the following textbooks to first class: Looking Good Every Day by Nancy Nix-Rice; Color Me Confident, by Henderson and Henshaw; and third textbook to be announced at the first day of class (available at Barnes and Noble at FIT). To order books from the Barnes & Noble at FIT bookstore, go to fashion.bncollege.com or call 212-217-5690.  
Instructors: Dominique Isbecque, AICI, CIP, image consultant; Carol Davidson AICI, CIP, image consultant; or Beryl Wing, AICI, CIP, image consultant.

3 or 6 sessions:  (55A) January 4, 6, 11, 13, 20, 25  
(55) January 15, 16, 17  
2799  55A  MW  600PM-900PM  SR5  
3563  55B  FSU  930AM-430PM  SR9
**SXI 200 Image Consulting: Wardrobe and Style**
$300 1.8 CEU
Prerequisite: SXI 100
This program provides a step-by-step education in the basics of women’s and men’s fashion styles, including fabric identification, garment details, and silhouettes. Wardrobe and accessory analysis is included, and personal shopping and image consulting business methods are explored with work assignments. Recommended for fashion stylists who partner with photographers.
In addition to Image Consulting books, please order Style-Source by Alyce Parsons with Mimi Dorsey (available at Barnes & Noble at FIT). To order books from Barnes & Noble at FIT, go to fashion.bncollege.com or call 212-217-5690.
Instructors: MaryAnne Kokidis, AICI, CIP image consultant; Beryl Wing, AICI, CIP, image consultant.

6 sessions: (55A) January 5, 7, 12, 14, 19, 21
2800 55A TR 600PM-900PM TBA

**SXI 300 Image Consulting: Business Essentials for Success**
$330 2.1 CEU
Prerequisites: SXI100 and SXI200
Lectures explain how to set up and market your own image-related business and develop a mission statement and business plan. Also discussed is how to attract new clients and cater to the ones you already have. Workshop includes class projects, home assignments, and role-play situations that emphasize client service development.
In addition to SXI 100 and SXI 200 textbooks, please order The Perfect Fit, How to Start an Image Consulting Business, by Dominique Isbecque and Lynne Marks available at virtualbookworm.com and How to Get Your Point Across in 30 Seconds or Less by Milo O. Frank (available at Barnes & Noble at FIT). Online students outside the U.S., please allow extra time to receive all books. To order books from Barnes & Noble at FIT, go to fashion.bncollege.com or call 212-217-5690.
Instructor: Dominique Isbecque, AICI, CIP, image consultant.

7 sessions: (55A) January 4, 7, 11, 14, 21, 25, 28
2801 55A MR 600PM-900PM TBA

---

**Save the Date!**

Professional Development Certificate Ceremony
Thursday, June 30, 2016

**Who is a Noncredit Development Certificate Student?**

Someone who has already taken and passed the specified first noncredit course and declared a Noncredit certificate program specialty by completing the affidavit process. To fill out an Affidavit form, currently registered students go to:

[fitnyc.edu/affidavit](http://fitnyc.edu/affidavit)

Students who have an Affidavit on file must be audited to receive a Certificate.
Auditing for the 2016 Ceremony, begins April 18.

---

**MEDIA EVENTS AND PHOTOGRAPHY**

**SXM 100 Styling Tricks of the Trade: Pinning, Taping, and Clothing Care**
$190
Prerequisite: SXS 100 or professional wardrobing and styling experience
This hands-on workshop reveals secret techniques, used by highly regarded stylists and wardrobe coordinators to help you succeed in businesses that require garments and accessories to be photographed or worn on stage including master-level ironing. A professional resource guide is included.
Bring a men’s cotton dress shirt to first class. Punctual arrival and full attendance is required due to the abundance of material covered.
Instructor: Pattie Barbosa, professional wardrobe costumer.

3 sessions: (55A) January 4, 11, 25
2826 55A M 600PM-900PM SR1

**SXM 120 Successful Styling for Photography: Fashion Biz and Beyond**
$250
Whether you’re in advertising, magazine publishing, or freelance styling, this seminar will teach you insider photo shoot and styling tips necessary for success. On-and-off figure, beauty and home, tabletop, and still life vignettes are all included. Let working professionals show you how perfect looks are created from concept to finished image using the right resources, cast and props. Attend an actual shooting assignment and participate in the decision-making. Students receive email of their digital images.
Instructors: Nancy Alusick, professional stylist; and Emmanuel Faure, photographer

2 sessions: (55A) January 16, 23
3394 55A S 1000AM-400PM SR5

**SXM 130 Fashion Styling for Celebrity Images**
$185
Learn the basics of styling celebrities and music groups for various events and how to create the perfect public persona or image for an in the media spotlight. The processes of borrowing samples, conducting fittings, and working along with hair and makeup artists to develop a complete look are emphasized. Learn to successfully assess a potential client’s actual identity in order to formulate their public persona – for TV, video or other media-driven events.
Instructor: Pamela Macklin, celebrity stylist and creative director.

2 sessions: (55A) January 8, 15
3565 55A F 930AM – 430PM SR4
SXM 220 Introduction to Fashion Photography
$275
Let industry professionals teach you the basics of fashion and beauty photography, including lighting techniques. By the second session, spend the entire day participating in a mock photo shoot with digital equipment and live models. Program provides tips on selecting and working with support staff and equipment, followed by a critique and professional portfolio development class. Recommended for fashion stylists who partner with photographers.
This program is targeted to professional stylists and requires a digital camera (no exceptions) but no professional photographic equipment.
Instructor: Lars Niki, 423A, LLC, fashion and beauty photographer.
3 or 6 sessions: (55A) January 5, 7, 12, 14, 19, 21
(55B) January 9, 16, 23
3566 55A TR 6330PM-930PM TBA
3567 55B S 930AM-430PM SR1

SXM 440 Everything you Need to Know About Venues: from Editor’s Previews to Afterparties
$175
This exciting course will help the event planner guide their client to the very best event spaces—both traditional and alternative. Learn how to create a venue checklist, match your event to the space, conduct a venue walk-through, and hold productive meetings with venue management. This program begins at FIT and includes trips into the field meeting with venue managers, banquet coordinators, and industry professionals. Information includes essentials for securing liquor sponsorships and regulations with regard to partnering with wine and spirit companies, as it relates to individual venues and events. Students responsible for transportation to various venues, therefore additional expenses may be incurred.
Instructor: Lauren Roth, CMP hotel catering & event manager.
2 sessions: (55A) January 10, 11
3568 55A UM 930AM-400PM SR4

SXR 005 Introduction to Today’s Omni-Channel Retailing
$265 .9 CEU
Whether your goal is to be a merchant, manager or marketer synthesizing customer-related data, or to sell products and services to the retail sector, understanding today’s retail revolution is critical. Take a close look at the impact of omni-channel retailing on a variety of retail sectors such as the department store, mega chains, fast fashion purveyors and e-com pure players. Current market developments such as the growth of social, mobile, and e-commerce at established retailers like Macy’s and other successful performers is examined.
Instructor: Robert Salerno, retail consultant, former board member of Bon-Ton Stores, former retail executive.
3 sessions: (55A) January 6, 13, 20
2988 55A W 600PM-900PM SR7

SXR 006 Intro to Fashion and Luxury Retail
$245 .9 CEU
What’s the best way to meet the needs of the better fashion customer? Discover how the customer for fashion and luxury products drives the large, chain, and smaller specialty store business. Start by discussing who this customer is in relation to how market buying decisions, merchandising assortments, and service differentiation concepts are decided. Take a look at how the most successful fashion retailers function, from shopping the market to merchandising strategies and selling floor impact. The blurring of the roles of wholesalers and retailers is examined, and why some brands always come up as winners and why some stores always triumph in spite of the economy and world affairs are highlighted.
Instructor: Renee Hunter, president, Sequoyah Fashion Planning; former buyer/fashion director, Saks Fifth Avenue.
3 sessions: (55A) January 5, 12, 19
3398 55A T 600PM-900PM SR7

SXR 075 Retail Math: Merchandising, Planning, and Gross Margin
$240 .9 CEU
Learn how retailers calculate gross margin while participating in a roundtable discussion on the buying and selling methods characteristic of today’s accounting-driven market. Learn what gross margin is and how it is derived. Program includes mark-up calculation, merchandise planning, and a review of operating expenses as they affect gross margin. Sessions feature hands-on exercises based on typical retail/wholesale partnership case studies. Recommended for showroom sales account executives and entry-level retail executives.
Instructor: Neal Leavitt, adjunct instructor, Fashion Merchandising Management; senior retail and manufacturing executive.
3 sessions: (55A) January 13, 20, 27
3332 55A W 600PM-900PM SR9
**SXP 110  How to Master Global Security and Social Compliance**

$265  1.2 CEU

Learn how to navigate national and international security requirements that challenge the manufacturing of private label and branded goods. Successful strategies to gain approval from even the most stringent social compliance programs are emphasized. Special attention is paid to dealing with the compliance requirements of multiple retailers. Current Homeland Security regulations, C-TPAT, WRAP, and other initiatives are included. Highly recommended for supply chain managers and sourcing professionals.

Instructor: Bernard N. Kahn, adjunct assistant professor, Production Management: Fashion and Related Industries; manufacturing consultant.

4 sessions: (55A) January 5, 7, 12, 14
3321  55A  TR  600PM-900PM  SR6

---

**SXP 315  Real-World Technical Design Studio and Workshop**

$330  1.8 CEU

Prerequisite: SXP305 or equivalent work experience

Gain invaluable experience viewing a variety of garments on a live fit model and then documenting the fit problems and construction advice for factory use. Each session includes one hour of research with a new garment (skirt, knit top, woven top, woven dress, dress slacks, suit jacket and jeans), followed by guided documentation of all the fit and finish issues identified. Learn advanced skills in analyzing fit, garment appearance, communication and how to document problems with garment balance, symmetry, fit and appearance clearly for factories to interpret and make corrections in the garment product development process. Workshop includes creating a tech pack with fit corrections, measurements and construction comments for each session's garment, worthy of your resume portfolio.

Instructors: Irene Mak, vice president, Technical Design, New York & Company, formerly with Anthropologie, Victoria Secret’s PINK, American Eagle Outfitters; and Dale Noelle Weil, owner, TRUE Model Management, specializing in professional fit models for the garment industry.

6 sessions: (55A) January 5, 7, 12, 14, 19, 21
3484  55A  TR  600PM-900PM  TBA
PRODUCT DEVELOPMENT/INTIMATE APPAREL and SWIMWEAR

SXL 100  Intro to Intimates and Swimwear Product Development and Manufacture
$265  .9 CEU
This dynamic program provides a complete overview of these robust markets. Let our global industry expert introduce you to the depth and breadth of product assortments including women's and men's. Learn about sleepwear, undergarments, shapewear; specialty intimates, and every type of swim design from string bikinis to jammers and boardshorts. Information overviews distribution channels, price points, and regional and cultural differences. Sector-unique challenges such as use of high performance fabrics, fit issues and ever changing fashion silhouettes are stressed.
Instructor: Andrew Sia, founder, Ace Style Group, a vertically integrated intimate manufacturing business; founder, Ace Style Institute of Intimate Apparel, Institute of Textiles & Clothing of Hong Kong Polytechnic University; adjunct professor, Hong Kong Polytechnic University; publisher, Intimate Apparel Journal.

3 sessions: (55A) January 6, 13, 20
3482   55A   W  600PM-900PM   SR8

SUSTAINABLE DESIGN ENTREPRENEURS

SUS 007  Product Lifecycle
$135  1.2 CEU
Learn how to apply sustainability objectives during each phase of the product lifecycle, from the design, materials, manufacturing, distribution, consumer care through to the end of life disposal of the product. Explore the current challenges, strategies and innovative practices within sustainable fashion, understanding how to take responsibility for the social and environmental implications at each stage in the garment’s lifecycle.

4 sessions: January 5, 7, 12, 14
3560   55A   TR  620PM-910PM   SR3

SUS 016  Clothing Reconstruction
$135  1.2 CEU
This class gives you a new way to look at your old clothing. Bridgett Artise, author of 25 Ways to Deconstruct, Reinvent, and Recycle Your Wardrobe, which Nylon magazine calls “shopping tips and sewing instructions for the very stylish” and Glamour says “is a totally cool how-to book,” will teach you an innovative and sustainable way to stay fashionable. Discover a unique way of recycling previously unwearable vintage/old clothing by visiting the world of reconstruction. Create sustainable fashion by splicing together collectible garments that have been stained, torn, or banished to the sale bin. Using 25 Ways as a guide, create a new wardrobe using what’s already in your closet!

“Bring clothing items you want to reconstruct.”

4 sessions: (55A) January 4, 6, 11, 13
3559   55A   MW  620PM-910PM   C801

TALKS AND TOURS: COOL NEW YORK TRENDS

SXT 130  Designer and Dressmaker's Garment Center Resource Guide
$95
Are you an established dressmaker or young designer in need of high-caliber professional fabric and trim? Discover Garment Center-based resources for sewing, trims, and specialty decorations such as beads, braids, feathers and flowers. Tour businesses that feature breathtaking fabrication at wholesale prices and learn the how-to's of using jobbers correctly. Program includes specialty resources for silk and sources to get

3482   55A   W  600PM-900PM   SR8
prints made domestically.
To maximize your experience, e-mail our industry vet
instructor, Kathlin Argiro at kat@kathlinargiro, (no later than
January 7), with your specific needs prior to attending class
so everyone’s goals for the day will be met.
Program starts with an overview at FIT and proceeds up
7th Avenue on foot.
Seminar leader: Kathlin Argiro, adjunct professor, Fashion
Design; fashion designer, couture and bridge late day into
evening and special occasion apparel.

1 session: (55A) January 9
3274  55A  S  1000AM-400PM  SR7

TOOLS OF THE TRADE

TOT 106 Sales, Marketing and PR
$35
Score free publicity and get your product in the spotlight.
From fashion editorials and the “what’s hot” pages to morning
Television Spots and celebrity endorsements, this seminar will
show you where these opportunities are and how your com-
pany can benefit. Industry experts will teach you how to write
press releases and how to send your product to editors.

1 session: (55A) January 11
3408  55A  M  600PM-900PM  B304

WARDROBE TECHNICIAN AND COSTUME DESIGN SPECIALIST

SXG 100 Wardrobing for Theater, Film, and TV
$265  1.2 CEU
This intensive program fully explains the roles of costume and
stylist shoppers, designers, wardrobe supervisors, and more.
If you are artistic, organized and interested in working with
clothing, discover your own niche. Get information on how
to get started and your earnings potential. Meet specialists
working in costume/styling-related positions in theater, film
and TV in New York City.
Textbook recommendation given at first class. Punctual ar-
rial and full attendance is required due to the abundance of
material covered.
Workshop leader: Pattie Barbosa, professional wardrobe
costumer.

4 sessions: (55A) January 9, 16, 23, 30
3141  55A  S  900AM-1200PM  SR8

SXG 120 Costume Design Theory and Practice
$265  1.2 CEU
This informative program acquaints you with the theory and
methods used by costume designers to create and locate
costumes for different facets of the entertainment industry.
Both the creative innovation and the practical responsibili-
ties of this specialty are covered with firsthand information
about costume design in film, television, commercials, theater,
etc. Class exercises include breaking down a short script to
determine costume needs, how to create a costume plot, and
how to build character closets.
Some additional expense for supplies discussed at first
session.
Instructor: Ingrid Price, TV, film, theatrical costumer.

4 sessions: (55A) January 4, 11, 25, February 1
3485  55A  M  600PM-900PM  SR7

SXG 610 The Great Costume Designers
$210  1.2 CEU
What would Annie Hall, Holly Golightly, Eliza Doolittle, Gordon
Gekko or the Sugar Plum Fairy be without their clothes? Dis-
cover great costume designers whose work is celebrated for
its contributions to the movies, theater, and dance. Gain an
appreciation for who these geniuses are. Explore the impact
of costume artists such as Edith Head, William Ivey Long, Cecil
Beaton, Colleen Atwood, Catherine Zuber, and Sandy Powell
to name a few, in this enlightening and entertaining workshop.
Instructor: Isabel Rubio, costume designer and wardrobe
supervisor for film, TV, opera, theater, ballet and print.

4 sessions: (55A) January 19, 21, 26, 28
3486  55A  TR  630PM-930PM  SR7
SXW 010  *Bauble, Bangle, and Bead Stringing*
$135
Learn to design jewelry through this foundation course in the ancient art of bead stringing. Each session introduces an elegant and unique jewelry project, including a pair of wire and bead earrings. Pearl knotting and other beadwork stitches are included. Tools, resources, range and quality of beads and clasps are discussed within the context of design guidelines and finishing techniques. No previous experience necessary. Separate materials fee varies from $12 to $15 per session. Class limited to 20.
Workshop leader: Esther Esses, jewelry designer.
3 sessions: (55A) January 7, 14, 21
2833  55A  R  600PM-900PM  SR7

SXW 011  *Beadweaving for Novices*
$140
Learn the foundational bead weaving stitches necessary for developing beaded jewelry pieces. Workshops concentrate on peyote stitch, square stitch, herringbone, tubular herringbone, and right-angle basic weaves. Excellent follow-up to SXW 010 and recommended prior to SXW 012.
Class limited to 15. Optional materials fee varies up to $50. Materials are available at each session.
Workshop Leader: Jeri Schatz, jewelry designer.
3 sessions: (55A) January 9, 16, 23
3570  55A  S  1000AM-230PM  SR6

SXW 015  *Sterling Silver Link Jewelry Workshop*
$200
Learn to work in sterling silver making links and chains. Begin with a simple Tiffany link exercise before learning to make a classic sterling silver link bracelet. As your proficiency increases, graduate to making an in-style pin or pendant piece. Let sterling silver add a new level of fashion and value to your work.
Bring to second session an industrial style apron, bench brush, brass scratch brush, goggles, bench pin and work gloves (optional). All materials available at All Craft, 135 West 29 Street, Suite 205. Additional tools, equipment and materials will be provided including exercise materials at first session. Some additional materials (explained at first session) will be required.
Workshop leader: Garnet Barracks, jewelry designer.
5 sessions: (55A) January 5, 12, 19, 26, February 2
3572  55A  T  600PM-900PM  AC08

SXW 201  *Knitting for Novices*
$155
If you do not knit, or haven’t in a long time, learn or re-acquaint yourself with the basic hand knit stitches, fabrics and techniques in this knitting start-up program. Learn knit and purl combinations, how to measure and fit properly, Intarsia color knitting, basic cable stitches, seams and finishing. A small seasonal project is completed. If you are new to knitting, take this program prior to SXW 200.
Bring 2 sets of straight knitting needles, sizes 8 and 9, and two balls of worsted weight yarn (same color). Some additional supplies required. Class limited to 16.
Workshop leader: Arnetta Kenney, adjunct instructor, Textile/Surface Design; boutique knitwear designer; or Esperanza Zeno, certified instructor, Yarn Council of America.
6 sessions: (55A) January 4, 6, 11, 13, 20, 25
3403  55A  MW  600PM-900PM  SR3

SXW 250  *Advanced Machine Knitting: Hats, Handwarmers & Socks*
$275
If you are an experienced machine knitter, or have taken SXW220 and SXW230 join us for a weekend of designing and make your own coordinated hat, handwarmers and socks set. After a quick knitting machine refresher on Friday evening, begin by following a basic pattern, size and shape. Work for maximum creative expression, combining fashion flair with comfort and warmth. Hone your machine knitting skills. Pickup tips for quality production and go home wearing your creations.
Students who have taken SXW220, SXW230 or experience machine knitters only.
3 sessions: (55A) January 8, 9, 10
3488  55A  F  630PM-930PM  CC41
     930AM-500PM  SU
SXW 400  Learn to Sew Like a Pro  
$245  
This basic sewing workshop teaches professional techniques employed in the fashion business for you to use at home. Utilizing the college’s industrial equipment, learn how to sew and produce correctly finished professional-looking pieces. The program includes layout, cutting, construction, and finishing of garments. Attendees use a commercial pattern to sew a pajama-style bottom-long, cropped, or capri-working in cotton or cotton-type fabrics. Appropriate sewing techniques for a variety of fabrics and fabric resources are covered. Separate $10 materials fee payable at first session.  
Instructor: Joan Endres, professional designer; or Kathlin Argiro, adjunct professor, Fashion Design; fashion designer, couture and bridge late day into evening and special occasion apparel.  
5 sessions: (55A) January 4, 7, 11, 14, 21  
(55B) January 10, 17, 24, 31 February 7  
3404         55A  MR  600PM-930PM  C715  
3493         55B  U  930AM-100PM  C715  

SXW 410  Learn to Sew Like a Pro II  
$245  
Prerequisite: SXW400 or discretion of the instructor.  
Follow-up SXW400 by making a pajama top or nightshirt as you advance your sewing savvy. Continue to learn and refine your professional skills. Program includes special attention to button-holes, trim details, and fit and assembly techniques. Students work in cotton or cotton-type fabrics.  
Separate $10 materials fee payable at first session.  
Instructor: Joan Endres, fashion designer.  
5 sessions: (55A) January 10, 17, 24, 31 February 7  
3492         55A  U  130PM-530PM  TBA  

SXW 425  Hand Sewing, Mending, and Alteration Essentials  
$225  1.5 CEU  
Learn professional hand-sewing techniques that can save time and money. Lessons include how to do a proper hem for pants, skirts and dresses and how to shorten sleeves on tailored jackets. Repairs such as buttons, snaps, hooks, eyes and zippers are taught. Also included are basting and stitch style techniques. These skills complement careers in styling, image, events and wardrobing, and will banish costly alteration fees from your life. Punctual arrival and full attendance is required due to the abundance of material covered.  
Bring to first session: 12” ruler, marking chalk or pencil, embroidery scissors, assorted buttons, hooks and eyes, snaps, 1’ of cotton cloth, one yard of plain muslin or cotton, needle, and thread.  
Instructor: Pattie Barbosa, professional wardrobe costumer.  
4 sessions: (55A) January 10, 17, 24, 31  
(55B) January 8, 15, 22  
3082         55A  U  930AM-115PM  TBA  
3331         55B  F  930AM-230PM  TBA  

SXW 460  Hats and Headpieces for Styling, Image and Costume Design  
$220  
Up your wardrobing, costume design and styling skills by adding millinery to your repertoire. Hats are the necessary punctuation for all but the most modern silhouettes. In framing the face, hats are one of the fastest tools used by pros to transmit the character’s state of mind, status and/or virtue. Simply choosing one feather over another or curving a brim just so, the character image can be drastically altered. Program begins with an overview of historic silhouettes, materials, sumptuary laws and décor. See techniques for creating character through selection as well as how to handle and maintain headpieces, including how to alter, clean and make repairs. Work hands-on with a modern hat and, by clever manipulation and decoration, turn a class project into a period piece. Additional materials required for project will be discussed in first class.  
Bring basic sewing kit to first class. Materials for project will be discussed in morning session, cost is approximately $20.  
Instructor: Janet Linville, adjunct assistant professor, Accessory Design; millinery supervisor, Metropolitan Opera; fashion and theatrical millinery designer.  
3 sessions: (55A) January 9, 16, 23  
3573         55A  S  930AM-430PM  TBA  

City Source Manufacturing Trade Show  
City Source is a semi-annual tradeshow that connects designers and small businesses with local resources held at the Fashion Institute of Technology. Each year, the event brings in over 65 vendors including manufacturers, pattern makers, sample and trim shops. Workshops and demonstrations are free for attendees.  
January 26, 2016  
10 am - 5 pm  
The Great Hall Conference Center at FIT  
Enter on 28th Street  
(between 7th and 8th Avenues)  
citysourcejan26.eventbrite.com
TO REGISTER

The fastest way to register for a course beginning with CEO, CT, SUS, TOT or SX is online using your credit card. Registration is available up until the day of courses held during the week and must be received by Friday for weekend courses.

**Online:** fitnyc.edu/noncreditregister

**In-Person:** Complete this registration form and bring to:
FIT’s Non Credit Registration Center
Room D130
Seventh Avenue at 27th Street
New York City 10001-5992

**By Fax:** Complete this registration form, including your credit card information, and fax to 212-217-7715.

---

### Course Registration

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course</th>
<th>Title</th>
<th>CRN</th>
<th>Fee</th>
</tr>
</thead>
</table>

Service Fee $5_______
Total___________

Name

Student ID#

Address

City, State, Zip

Phone Number

Email Address

Signature

Circle one: American Express  Discover  Master Card  Visa

Cardholder Name

Expiration Date

Account Number

Cardholder Signature

Online registrations get an automatic confirmation otherwise report to FIT for your scheduled class. To verify payment, contact your credit card or banking institution.

Full refund requests must be received in writing 24 hours prior to the start of the program. Once the program has started, refunds will be issued in accordance with the non-credit course refund schedule. Call 212,217,7715 for more information.