January 4-19*, 2017. Although Sweden and Denmark joined the European Union, in 1995 and 1973 respectively, these Scandinavian countries did not adopt the Euro as currency. In this Practicum students will experience in Copenhagen and Stockholm the impact of regional economic integration on their international trade practices, fashion markets, culture, politics, and daily life. Students will select field research topics that will enhance their career goals and source contacts to interview fashion brands, universities, government agencies, NGOs, trade associations, advocacy groups, etc. Students interested in “fast fashion” in global markets will have an opportunity to study the Hennes & Mauritz AB (H&M) brand in its original market and compare its local marketing strategies to American and other fashion markets. Program fee: $3,950, plus three-credit tuition, and a visa fee if applicable. Program fee includes airfare, double-room, continental breakfast, and group outings.

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