THREE ITM MAJORS RECEIVE THE 2014-2015 PVH CORP. SCHOLARSHIPS

ITM is proud to announce that the Selection Committee has chosen Estefania Garcia-Correa, Elizabeth (Liz) Pulos, and Selamawit Remillard as recipients of the 2014-2015 PVH Inc. scholarships. The Committee included Guy Vickers, President of The PVH Corp. Foundation; Joanne Krakowski, Special Consultant and ITM alumna; and John Garcia, Project Lead-Ad Sales at NBC Universal, former recipient of The Warnaco Group, Inc. (now PVH) scholarship, and ITM alumus.

The judges recognized the successful scholarship recipients’ excellent academic performance, exceptional vision, well-defined clarity of purpose, focused experience, and extensive community involvement.

Estefania impressed the Selection Committee with her impressive presentation of her background, accomplishments, and future plans. In his strong recommendation of Estefania, Prof. Guillermo Jimenez enthusiastically recognized her leadership as President of the Latin American Student Organization, playing a central role in organizing the Latin American Musical Celebration, which was supported by a grant from FIT’s Diversity Council. In preparing for the event, Estefania set up the slide presentation, executed paperwork for approval by Student Life, liaised with the Latin American student organizations at Columbia University and New York University for attendee recruitment, and personally baked a Venezuelan specialty cake to showcase diversified cuisine.

Leadership and service comes naturally to Estefania, having been President of the Model United National Club and Vice President of the Education Club in high school. Upon arriving at FIT, she co-founded NY Entrepreneurs, a non-profit group that organizes casual events to foster the intermingling of students and industry. She also became the Votodondesea representative in New York City to educate and facilitate Venezuelan citizens living in exile on how to vote.

Estefania volunteered at a Chelsea church, feeding the homeless with a friendly face. She was also selected to participate in the exclusive production team of Fusion Fashion show, the annual design competition between FIT and Parsons. She has recently been recruited to help organize an annual conference to be held at Columbia University’s School of International and Public Affairs and called, Plan Pais, which seeks to analyze the situation in Venezuela.

In addition to her impressive extracurricular accomplishments, Estefania is engaged in freelance work with three publications, writing for Examiner.com, The Source Magazine, as well as Jones Magazine and interviewing top executives like Jerome Lambert, CEO of Montblanc. She plans to intern at the Ministry of Culture of Colombia this summer to learn how to integrate art, music, cuisine, fashion, and business into a successful venture. In the past, she contributed to the success of J.Mendel by managing the brand’s financial transactions. She also assisted in the stock organization of the Theory Sample Sale.

Ultimately, Estefania aims to use her international trade and marketing education to foster the empowerment of women in Latin America. Inspired by her own proposal to the Clinton Global Initiative, she plans to found E.L.L.A., a non-profit organization, which empowers middle class women in the region, and hold a conference hosted by FIT and broadcasted live to public universities in Latin America while native industry professionals monitor students in that country. Students will be encouraged to submit applications for a fashion-related business demonstrating its benefits to their community. Applicants will be chosen and then industry professionals, faculty, and students will be recruited to conduct a three-week intensive course to help jumpstart their implementation and monitor their progress.

During her internship at Lanvin, Estefania realized the need for industry professionals who could understand both the Latin American and US markets. There she learned to work with Latin American clients, European manufacturers, and American managers in one setting. After attending another college’s Entrepreneurship in Latin America forum and listening to Colombia’s former President Alvar
Uribe and Mario Siman, the largest retailer in Central America, she immediately decided that international trade and marketing was the right path to attaining her future career aspirations.

Estefania is fluent in English and Spanish and conversant in French.

Liz elated the Selection Committee with her established accomplishments, having taken on many projects in different areas. In addition to assuming presidency of the Corporate Social Responsibility Club’s inaugural year, she organized and moderated a Talking Trade @ FIT panel discussion on Careers with a Conscience: Working in Global Social Responsibility; co-authored the SUNY Open Textbook, Good Corporation, Bad Corporation: CSR in the Global Economy; and spoke at the United College Employees of FIT conference entitled “Factory Safety: What Can We Do?”

Liz has amassed over ten years of work experience in various positions at Sputnik, Great Jones Productions, Go Studios, Mindy Saad, Garo Sparo, Thirsty Girl Productions, and History Channel.

Liz’s extensive volunteering experience includes assisting at animal shelters and contributing to numerous fashion events around the city. She has been a production assistant for Levi’s, Hugo Boss and Reco Jeans fashion shows, managed the wardrobe department on the set of the short film, “The Saint of Avenue B,” and developed costumes for Our Time Theater Company. Liz has also produced the Re/Mixed Media Festival fashion show, co-produced Williamsburg Fashion Weekend, and coordinated fundraisers for various nonprofits, including A Global Friendship and the Jinja Empowerment Organization in Uganda.

In his recommendation of Liz, Professor Guillermo Jimenez recognized her exceptional academic performance and community service. He noted her fundraising and planning efforts, especially in the organization of a campus-wide human rights event commemorating the Rana Plaza factory collapse in Bangladesh. Prof. Jimenez especially praised her efforts to bring together the International Trade Student Association, Sustainable Design Club and Corporate Social Responsibility Club to collectively have a greater impact on student life.

Upon graduation, Liz plans to focus on promoting corporate social responsibility, environmental sustainability, ethical production and economic development through the global textile and apparel industry. In pursuit of that dream, she is currently working with another ITM student to launch a media-driven social enterprise to highlight ethical and transparent supply chains within the garment industry. The venture is a means to explore the ways in which brands give back to their communities, while counterbalancing the negative publicity surrounding the global fashion industry.

Selam delighted the Selection Committee with her hard work ethic, extensive involvement in volunteer activities, and passion for education. In addition to the ITM major, she is pursuing minors in Economics and Latin American Studies. Over the long-term, she aspires to apply her international trade and marketing skills to lead a trade organization that protects workers from unsafe environments. She also intends to start a charity to raise funds to help Ethiopian women obtain higher education.

Selam worked for Maxwell & Co. Design and Clothing Store in Massachusetts, assisting customers, arranging tailored clothing, and managing the fitting room. She was also a teaching assistant at Cape Cod Community College, working with learning disabled students as well as tutoring students in Math. In addition, Selam worked as a sales associate at Zinia Jewelry Store, where she became knowledgeable about jewelry lines, provided excellent customer service, and handled product sales. She is excited about her current internship at CH Carolina Herrera where she is performing logistical roles.
In her interview, Selam indicated how the scholarship would help her attend the international trade practicum to Peru in January 2015 to increase her understanding of international trade and marketing. When asked about her best skill, she quickly gave an example of her negotiation expertise, guiding her mother through markets in Ethiopia at a young age.

Besides her keen interest in international trade and marketing, Selam enjoys traveling with her church to Honduras, painting, and learning about fashion.

While at Cape Cod Community College, Selam received the Antique Dealer scholarship and participated in the Project Forward program, which involves engaging mentally challenged children in cleaning up the landscape and packing supplies for the soldiers, helping them to realize the value of money and how to account for it. She was also a member of the school’s Economics Club and has joined FIT’s International Trade Student Association, where she has participated in bake sales, ITM-sponsored events, and New York fashion week shows.

Prof. Henry Welt has highly praised Selam, indicating that “she has a sophisticated understanding of current themes permeating the international trade community and genuine interest to further NYC and the tri-state area’s role as an important hub for international trade.” Having taught her in two courses, he observed that she is a creative thinker, participates thoughtfully, and is very well regarded by her peers.

Selam is fluent in both English and Amharic and is conversant in Portuguese and Spanish.

We hope that you will all join us in recognizing Estefania, Liz, and Selam for their accomplishments!