THREE ITM MAJORS TO SHARE THE 2015-2016 PVH CORP.SCHOLARSHIP TOTALLING $15,000

ITM is proud to announce that the Selection Committee has chosen Ayanna Clarke, Bruno Meira, and Kelsey Antonino as co-recipients of the 2015-2016 PVH Inc. scholarships. They were so impressive that PVH intends to augment the scholarship funds allocated by FIT’s board of trustees to ensure that each of them receives $5,000.

The Selection Committee included Guy Vickers, President of The PVH Foundation and Senior Vice President of Global Community Relations at PVH Corp; Joanne Krakowski, Special Consultant and ITM alumna; and Estefania Garcia-Correa, current PVH scholar and graduating ITM student.

Last year’s recipients, Estefania Garcia-Correa and Elizabeth Pulos, also just received the SUNY Chancellor Award in Student Excellence earlier this year.

Ayanna Clarke highly impressed the committee with her commitment to volunteering and the value of giving back. She is currently director of events of the Corporate Social Responsibility Club, having volunteered for the Factory Safety, What Can We Do? Conference. She also blogs for FIT Admissions, covering life at FIT and how great her experience at ITM has been to engage students interested in attending the College. Ayanna has also had the opportunity to speak as a panelist during Junior Day and Admissions Weekend and is a tutor at FIT’s Writing Studio.

As a presidential scholar and recipient of the Black Retail Action Group scholarship, Ayanna has balanced her pursuit of academic excellence with her enthusiasm for supporting social issues. Prior to attending FIT, Ayanna was recognized as Unesco’s Cultural Ambassador to Keimyung University in South Korea. She is currently a freelance writer for A. Bernadette, an outstanding start-up company founded by ITM alumna, Andrea Reyes. In addition to the causes discussed above, Ayanna has volunteered at the Museum of Women’s Resistance, Out My Closet, Power Girls Weekend, and The Trash to Treasure Camp. She volunteers as a disc jockey at events that promote healing and love centered around women and the LGBTQA community.

Ayanna interned at Charis Bookstore, Fashion Menagerie, and Multicultural Advisement Program (MAP) Sponsor in Georgia, where she started her undergraduate studies in merchandising and mentored her peers. When she realized her passion for international business, she switched to ITM and is especially enjoying her Global Marketing class.

Prof. Janoff cited Ayanna as standing out from among the gifted and motivated honors students she teaches each semester for “her intelligence, originality, and determination to make positive differences in our culture’s future. Her research project, which introduced other poets to the class, brought to light works that I am considering for use in my course on Perspectives of American Literature. Her own poetry is sensitive and courageous.”

Going forward, given her deep entrenchment in the field, Ayanna aspires to pursue a successful career in corporate social responsibility. Realizing that contribution to this area goes beyond joining departments focused on it, she is looking to fit her ideals within the supply chain of fashion companies and nurture her interest in ethical sourcing there.

In his selection as this year’s scholarship recipient, the committee recognized Bruno primarily for his zest for hands on professional experience, which bodes well for his future aspirations in global marketing. A committee member resonated with his determination to achieve his goals regardless of the challenges laid before him. With his well-honed resourcefulness, Bruno has consistently found ways to realize his vision and dreams.
Bruno has interned at Chez Du Vogue’s Public Relations unit in Paris, France, where he participated in multiple fashion workshops, attended gallery openings, as well as designed the team’s official logo. He was also advertising and marketing intern at Nana Bumbum in New York, where he developed new marketing strategies, designed advertising campaigns, as well as trained and evaluated employees.

Consistently interested in immersing himself in industry events, Bruno was VIP host of Boy Meets Girl Fashion Show during New York Fashion Week and also actively represented, promoted, and marketed a Parisian design studio in Copenhagen Fashion Week, Sao Paulo Fashion Week, Berlin Fashion Week, and Milan Fashion Week.

He is president and founder of FIT Models and Stylists Association (FITMSA), a board representative of the New York State Council on Leadership and Student Activities, a member of the FIT Student Council, named on the Dean’s List, and is an FIT Presidential Scholar. In March 2015, Bruno led a networking conference that included keynote speakers from America’s Next Top Model and attended by 150 guests. He has fostered collaborations with other FIT clubs to broaden the experiences of his constituents.

In her recommendation of Bruno, Prof. Sylvana Firrincieli, Educational Opportunity Program Counselor, highlighted Bruno’s penchant for connecting his classes to real world experiences. He quickly “catapulted FITMSA into a student life scene”, sought after as an active club with sixty-two members signing up at its first meeting.

Going forward, Bruno aspires to combine his background in art and design with his deep passion for international business, which has been nurtured through his experiences and travel to twenty-three countries. He is keen about promoting corporate responsibility and, through his professional and personal actions, aims to contribute to the betterment of mankind.

In selecting Kelsey, the committee admired how she portrays academic excellence while volunteering for many worthy causes as well as how her passion for international trade has evolved as she progresses and deepens her understanding of the industry’s main challenges and opportunities. Her profound connection to international trade stems from a family business, lessons from which she hopes to apply to the textile and apparel industry through skills developed in the ITM program.

In his recommendation of Kelsey, Prof. Lawrence Delson cited that she is intelligent, inquisitive, and “displays business sense that underscores her ability to grasp the issues” discussed in class.

Kelsey is currently assistant to the Human Resource Manager & Safety Director at Qualiform Inc., taking part in safely inspections of the factories to ensure that Occupational Safety and Health Administration standards are being met by them. She was a sales associate at Bath & Body Words, having satisfied customer needs, provided information on store promotions and new products, as well as assisted in enhancing visual displays of specialty products.

As current secretary of the International Trade Student Association, Kelsey contributed to the Sustainable Global Sourcing Forum by coordinating with industry professionals engaged in the conference. She also delivers lunch to senior citizens through the Meals on Wheels program and has volunteered in various church activities. In addition, Kelsey has dressed up models, ushered guests, performed front of house duties, and set up venues for New York Fashion Week. She worked with Elle Style 360 shows for both SXE Fitness and Abbey Dawn by Avril Lavigne as well as assisted designers for a Plitz Marketing Fashion event.

Kelsey is currently preparing for the customs broker license exam, believing that it is a stepping stone to becoming a senior executive in international trade in the future. Long-term, she plans to stay connected with ITM, aspiring to be in the position of offering to share her experiences through speaking engagements as well as providing internship and employment opportunities for future fashion leaders.
We hope that you will all join us in congratulating Aya, Bruno, and Kelsey as ITM’s new PVH Corp. scholars.