The Fashion Institute of Technology takes on London 2011!
Before taking off for London, each of the interns had to apply to the course online, get recommendation letters from professors and professional, and most importantly, apply for a UK Student Visa. The Visa application process included having your biometrics done, and providing evidence of funds from your local bank.
After securing our Visa’s and getting placed at our internships, it was time to head to London! Our group met Professor Wolf 3 hours before take off at the Virgin Atlantic terminal in JFK airport.
The **Landward** was our home away from home while in London. The location was perfect, with bus stops and tube stations only a short walk away down **Edgware Road**.
London College of Fashion!
London College of Fashion, the University we studied at while in the UK, hosted a welcome session for us when we first arrived in London. We got a quick lecture about the different neighborhoods within the city, and then went on to explore them for ourselves, before returning to the college for a closing reception.
For our first Friday class at LCF we spent half the day in the classroom with our tutor, Susan Acton, and the other half exploring the Regent and Carnaby Street retailers, as well as Liberty department store.
Liberty Facade

Famous Room of Scarves
LCF: Week Two

For our second week at LCF, we took a trip to London’s East End. We walked Brick Lane, and visited several vintage and thrift stores, such as 1 2 3, that this area of town is famous for.
Our third session in London was spent entirely out of the classroom. We met with Michael, another tutor from LCF, and visited the Museum of Brands Packaging and Advertising. After getting caught in a rainstorm at the Portobello Market we ended our day at the Victoria and Albert – a must see museum!
The last class we had with Susan focused on visiting with quintessential British brands. We made stops at Paul Smith, and Burberry on Bond Street. For our last group activity, we took a group tour of Dover Street Market.
FIT at the Landward!
In addition to taking classes at LCF, we met once a week with Professor Wolf to go over case study’s and additional assignments. Every Thursday night at 6:00 we would get together for dinner, then talk about our projects and internship experiences from the week.
Rather than taking a final exam, each student was responsible for putting together a trend report as their final project. The trends were chosen based on what we had seen in the streets, and were presented with picture boards to the entire class during our last weekly meeting.
Conversation Prints

Colored Soles
Fringe & Tassel Detailing

Oversized Bow Embellished Shoes
Patterned Tights

Vintage Printed Skirts & Dresses

The Street

On the Runway

Flower Printed Shoes
Wide Leg Bottoms

Printed Pants
Men’s Colored Trousers

Geometric Jewelry
Insect Jewelry

Neon Accessories
Color Blocking

Colored Shoes
Inside the Internships!
As Marks and Spencer's visual merchandising intern, I helped set up the sales floor for the last line of Summer merchandise at the company’s flagship store on Oxford Street. I saw how brand planning and floor layout is decided in relation to analyzing sales and market share. I also assisted with styling mannequins for the plan-o-gram photography at the M&S studios. I learned a lot about the details behind setting up a store and how corporate visual merchandising works.
I was at QVC in the home furnishings buying department. My responsibilities were comparing what our competitors were showing and current trends. I then made Excel sheets of the prices other stores offer the merchandise at for QVC to reference. I also attended product pitch meetings for the company. I also was responsible for getting product samples to the production teams. I feel that I got great experience out of it. Although I didn't choose to be in home furnishings, I enjoyed learning about a new division of buying and what goes into it.
At Debenhams I researched trends and comp shopped at stores such as Top Shop, Miss Selfridge, Dorothy Perkins, and New Look. I took this information and used it to design for Debenhams. I would show this information in trend boards. I would then use Illustrator to draw flats. Some of my other tasks included filing, sorting samples to go back to manufacturers and online comp shopping. All the trend research made me aware of how important it is to stay on top of trends and to make sure the design work I created was on point with what our main competitors were showing.
As Lara Bohinc’s public relations intern I had many responsibilities. I was in charge of all the samples sent out to magazines and maintaining the showroom. I also had to manage the brand’s relationship with the press. This included getting our product in features and updating press books. Another exciting part of the internship was updating our social networking tools. A great bonus was getting to wear our accessories at the office. Overall, I learned so much from my experience.

Lara Bohinc
Lauren Chin: Public Relations
I interned for Lalage Beaumont. I worked at her charming boutique in Mayfair where I learned many aspects of the fashion industry. I had full responsibility of the window displays and the way the merchandise was displayed in the store. For PR, I updated our contacts including stylists and editorialists. As for the design aspect, Lalage explained and shared much of her knowledge with me about the whole design process from the color stories to how the pieces are made and manufactured. Overall I learned a lot and had a wonderful experience.
I worked at Debenhams as a product development and design intern in the womenswear department. I specifically worked on the Butterfly by Matthew Williamson brand. My responsibilities included hand sketching, designing garments, and creating specs for the Summer 2012 season utilizing Illustrator. Some of the creative aspects included creating prints, embroideries and coming up with color ways. Debenhams was great to work for because they also showed me the business side of design including fit sessions, fabric selection and mood board presentations. This internship really gave me a well rounded perspective on product development.
At WGSN I was responsible for assisting the completion of the Macro Trend Reports for Spring 2013, Color Forecast for Spring 2013, and creation of photofiles. My daily duties would revolve around the necessary tasks that needed to be finished in order to produce the reports. I would sit in on brainstorm meetings, research materials/information that would be included in each of these reports as well as help create the ideas and content that would be included in them. I learned so much while being in London about myself and what I want to do with my career.
At QVC I worked with product samples. I took samples in from our vendors and sent them out to the QVC warehouses to be quality inspected. Once approved by our QA team, I was responsible for adding the product into the databases including information such as specs, fiber comps, and descriptions. In addition to these responsibilities, I also attended meetings with my buyers and participated in new merchandise pitches to my department's supervisors. I also did comp shops to keep up on market information.
At StyleSight I worked with the people who created the trend reports for both women or men between 18 and 25 years. I assisted in creating the trending reports and pulled mood and inspirational images from different internet pages. I also assisted the woman who puts together reports about up coming stores, restaurants and neighborhoods in London and Stockholm. It was interesting to learn the process of creating a trend report and the basis on which it is created.
In the Laden Showroom I was responsible for putting together a sample sale. This included pricing the products and advertising the sample sale through their social media outlets. I also put together a look-book for Renee London, which is the showroom’s own fashion line. Part of my responsibilities included building a contact list with American boutiques which might be interested in selling Renee London line. I learned how to work with a foreign company and learned on how business is run differently in another country.
My responsibilities at Brown’s included many tasks to help run a high end boutique. I took inventory of shoes, veils, accessories, and wedding gowns. I also assisted the bridal consultants with their appointments. Furthermore, I would pick up and drop off wedding gowns and accessories at the Vera Wang at Brown’s store on Bond Street. Working at such a high-end bridal shop taught me many things about the bridal industry. I learned a lot about the bridal industry including about different designers, lead times for ordering dresses (which varied by designer), sizing, price points and silhouettes of wedding gowns.
My London internship was at Harvey Nichols in their Womenswear Merchandising Department. My responsibility was to communicate with the buying staff and allocate the merchandise they bought to different Harvey Nichols locations around Europe. I learned so much at Harvey Nichols, not only did I learn a great deal about allocations but I also experienced a different work environment that was much different from here in the US.
I worked at Harvey Nichols as a Menswear Merchandising Intern. My tasks included running weekly and daily sales reports for the Menswear team. I also allocated merchandise to different stores. Another task included creating brand forecasts for the next season. I also went to meetings with the store sales manager. My internship was really exciting and one of the most unbelievable opportunities was getting to listen to and meet Diane Von Furstenburg when she spoke to the Harvey Nichols staff.
At Beyond Retro I had a wide variety of tasks. One of my responsibilities included accepting and rejecting product being developed in India which would potentially be used to create updated vintage merchandise for the store. Part of the process included looking for vintage product images and ideas based on the current vintage apparel and accessory trends that Beyond Retro was looking to put in their stores. I also wrote "Vintage Spotlights" for the blog that highlighted new merchandise on the website, and wrote "Get the Look" blog posts for creative ideas on how to dress for summer festivals. I put together collages for Halloween costume ideas for the fall to be kept at the stores. Overall working at Beyond Retro was a really great experience!
At Beyond Retro, I worked day to day on creating ways to achieve vintage looks by using our products. I also was responsible for archiving fabrics for the Beyond Retro collection. Part of the company’s business is selling vintage fabrics to design divisions around the world. I would then gather fabrics and garments for meetings with clients. I had a really great experience and met many experienced and intellectual people. It was also great to experience London fashion through the unique eyes of vintage lovers!
I worked at Topshop in the buying department of women’s denim and shorts. I was included in all the functions of the buying team such as sitting in on fit sessions and best and worst seller meetings. It was also my responsibility to send samples to factories. Although I would love to do menswear it was really interesting to see how the women’s side of an apparel company is run and fun because it was the clothes I wear personally!
At TopShop I worked with the buying team for women’s skirts. I was given the opportunity to sit in on fit sessions and interact with the design and technical teams. I was also able to build relationships with the company’s various suppliers. I helped the team to prepare for the weekly online product updates, best and worst meetings, new store branch pack meetings, and product review. I also had the opportunity to learn about TopShop’s merchandising through weekly sales analysis. I found my internship to be so rewarding because I was given a lot of responsibility and therefore felt that I added value to the company while participating in my internship.
I learned a great deal about how QVC operates by working in their jewelry buying department. At QVC I researched jewelry trends to propose product development ideas for future collections. I also had projects such as creating SWOT analysis reports, creating brand proposals and compiling a report of high-end jewelry competitors. I also created material for Strategy meetings. Being that QVC is a very different type of retail company, a home shopping channel, they had a different angle on buying and selling. I gained an in depth understanding of the fashion jewelry market in the UK.
All Around London
Home to Queen Elizabeth II, Buckingham Palace is located in the City of Westminster in London.

Spend the Day in the Queen's Front Yard
Westminster Abbey is a Gothic church in the City of Westminster, London, located in walking distance from Buckingham Palace. This is the church that many members of the Royal Family have been married, including our favorite new couple, William and Kate.

“Big Ben” is the nickname for the great clock tower in Westminster. This monumental structure is one of the most widely recognized sites in London.
Tower of London

Take a look at the beautiful structure that overlooks the Thames River. This rich piece of history holds secrets to past royal family murders. Walk inside the Tower of London to see the Crown Jewels and the London Dungeon. The British Crown Jewels of the Royal Family are a collection of wealth retained for centuries. Not only are these pieces stunning but they represent important moments in history.
London Bridge is Falling Down
London is known for a variety of vintage markets. Brick Lane is cool and trendy with tons of small boutiques with up and coming designers. Its urban, grungy and edgy atmosphere is what attracts young London locals to this area. No fashion student’s visit to London is complete without a trip to this area to see the eye-catching attire worn by locals. You will truly be amazed and inspired!

Brick Lane
Portobello Road Market

Portobello Road Market, located in Notting Hill is a great place to spend the weekends finding antiques, souvenirs, food, and exploring one of the most popular shopping markets in London!
Camden Markets is a fun way to spend an afternoon! From vintage shopping to places to eat, this collection of markets located on the beautiful Camden Lock is a truly unique experience.
Fabulous Shopping
Shopping is one of London’s main attractions, especially for FIT students! Your go-to place for amazing shopping, exquisite window displays and an inside view on London’s unique brands is Oxford Street. Make sure to visit British High Street retailers such as TopShop, New Look, Primark, River Island, and Next. The best part is the Landward is a five minute walk from Oxford Street!
Regent Street

Every major brand in the world has a gorgeous flagship on Regent Street. Hit up some of London’s own talent like Kurt Geiger and Ted Baker.
Selfridges and Harrods

Be sure to experience two of the best department stores in the world!
The MUST do List!
Attend a Polo Match

Polo is a quintessential sport in British culture. Polo games are turned into posh social events that are frequented by members of the high society.

To get a glimpse at high end British fashion and truly feel immersed in British culture, be sure to attend a polo game! Who knows, you may even meet a cute British lad ;}
Go to a Fashion Show at Graduate Fashion Week
What is more British than Tea Time? High Tea at Kensington Palace is an elegant and posh gathering where freshly brewed tea, scones, and tea sandwiches are enjoyed. Dress up in your prettiest floral dress and enjoy!

Attend High Tea
Spend Nights Out with New Friends
Grab a Cocktail in a Parka

ICEBAR LONDON
BY ICEHOTEL
Hang at the Neighborhood Hot Spot

After long days interning, you can still have a great night out with your flatmates at the Windsor Castle pub just down the street. A nice place to relax and the Thai food they serve is delicious too!
Bring Home a Piece of Cool Britannia

Visit the “coolest” souvenir shop in the center of London. Located in Piccadilly Circus, Cool Britannia will have every gift imaginable to take home to your envious friends and family.
Located less than a 10 minute walk from our flats, Hyde Park is a great place to explore on a weekend afternoon. At the end of the trip there is also a concert series worth checking out!
Beyond London, UK Style!
Stonehenge is an ancient stone circle located about 2 hours away from London in the English county, Wiltshire. The purpose and story behind this exceptional monument is still unknown to the world.
About 30 minutes outside of London, Windsor castle is one of the official residences of Her Majesty The Queen. It is one of the oldest and largest occupied castles in the world, with a history spanning over 1000 years. Windsor Castle contains State Apartments with treasures from the Royal Collection, St. George’s Chapel & Mary’s Doll House.
Located in the beautiful English countryside of Bath, England, this historical site was a Roman site for public bathing discovered in 836 BC.

The temple was built by the Romans in 70 AD, during the Roman occupation of Britain. The baths give off naturally heated water which is why this remarkable site is one of the seven natural wonders. The students enjoyed exploring this beautiful and historical town in the countryside.
European Excursions
Only in Pari!
The Eiffel Tower
Fall for the City of Love
The Greatest Art in the World
Viva Italia!
Explore the Eternal City
Meals of a Lifetime
Visit the Vatican and see the single greatest work of art, the Sistine Chapel.