



Department of International
Trade and Marketing
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Gemini Shippers Association Academic Scholarship and Gemini Shippers Association ITM 2014 Practicum Scholarships Awarded

TWO ITM MAJORS RECEIVE SCHOLARSHIPS

We are pleased to announce that the **Scholarship Selection Committee** comprised of long-time ITM supporter, donor, and Lifetime Achievement Awardee ITM advisory board member, **Sara Mayes**, President of Gemini Shippers Association, **Prof. Nick Barratt**, Educator, ITM advisory board member and outstanding alumnus 1997, and **Michelle Weiss**, International Enterprise Singapore, New York, Co-President, Organization of Women in International Trade, as well as exceptional ITM alumna 2009, have chosen **Kathleen Su** as the recipient of the 2013-2014 Gemini Shippers Association Academic Scholarship and **Daria Azolova** as the beneficiary of the Gemini Shippers Association ITM 2014 Practicum Scholarship to Brazil.

Gemini Shippers Association is a long-time supporter of ITM students, having donated more than \$130,000 to the ITM program.



In her selection as the academic scholarship recipient, the committee recognized **Kathleen** primarily for her outstanding academic achievements, her keen ability to link her fashion design background with international trade, as well as her ability to balance her triple roles in education, industry, and social causes.

Kathleen is currently an associate designer at AmeriCo. Group, designing for prestigious companies like Reebok. Prior to that, she was assistant designer at the Specialty Apparel Division of Li & Fung's Women's Apparel Group in New York. It was here that Kathleen developed her appreciation for international trade's

significance in the global fashion business.

She connected her fine arts background with international trade by recognizing the different countries' roles where her designs went during their creation process. As someone equally immersed in analyzing systems as she is in spawning artistic production, Kathleen followed the construction and dyeing of fabrics, their transport for cutting and sewing, their assembly into apparel, and their shipment to retailers across the world.

In addition to studies and career responsibilities, Kathleen spent two hundred fifty volunteer hours at Housing Works, a non-profit organization dedicated to ending homelessness and AIDS, processing donations and determining which used garments to sell in their store, keep in their warehouse, export, or recycle. She also regularly volunteered at God's Love We Deliver, which provides nutritious meals to the sick. Inspired by her International Trade class, Kathleen started a project to implement a textile-recycling program at Li & Fung, where its corporate board is currently considering the proposal. If approved, the company would partner with the Department of Sanitation and Housing Works to implement it.

In her own words, Kathleen's primary reason for majoring in ITM is to build a foundation of theoretical and practical knowledge to create a website containing a database of eco-friendly and socially responsible manufacturing firms in developing countries and use her design background to spread this information meaningfully to small and medium size businesses. In addition, Kathleen hopes to consult for large fashion companies to help them plan for cost effective strategies to align their missions and processes with sustainability policies.



The same committee also selected **Daria Azolova** for the practicum scholarship in view of her exceptional academic performance, strong international business background, her passion for ITM, and the depth with which she has planned her practicum project to date.

For her practicum project, Daria intends to propose steps for luxury brands to take to become competitive in the Brazilian market. She plans to identify the barriers to establishing efficient and profitable operations in the area as well as ways to overcome them to gain expansion opportunities. Specifically, Daria plans to research customer preferences, which brands have already entered the market, how they have been promoting themselves, the merchandise they offer, and the channels they have been using to distribute their products. Anticipating that counterfeiting will emerge as one of major issues, she is laying the groundwork for such research.

This research project relates directly to Daria's aspiration to become an international buyer in the luxury retail sector. Her passion for product sourcing is directing her to focus on creating a competitive advantage in a company's supply chain.

Understanding that global trade demands inventive and ethical approaches, she plans to focus her career on heritage, innovation, and sustainability. Drawing on her European background, she plans to work on the preservation of their traditional crafts being currently maintained by luxury brands. She also plans to play a role in returning some production back to the US, obtain a customs broker license, and supplement her language skills with Chinese.

Commerce, fashion, as well as international trade and marketing have been ingrained into Daria's professional background in Russia, interning at the marketing department of a local manufacturer, working in an advertising agency where she promoted events and fashion shows for local boutiques, writing society and fashion columns, and managing sales and procurement for a beauty products distributor.

Daria was an assistant buyer at DME Online Sales, preparing purchase orders and managing inventory levels for a full line of beauty and health products. Prior to that, she was administrative assistant at Durdome, providing support for clothing and accessories buying and merchandising. She also was a sales associate at BCBGMaxAzria, establishing personal clientele through proactive client outreach.

Prior to joining ITM, Daria earned her Bachelor of Commerce in Trade from the Nizhny Novgorod State University in Russia. She just became the first FIT student to earn a scholarship from la Societe des Professeurs Francais et Francophones D'Amerique to study French at Sorbonne this summer. In her recommendation of Daria, Prof. Nicole Ruimy, who has been Daria's French teacher for four semesters, praised her for being an exceptional writer as well as reliable, disciplined, intelligent, sensitive, organized, and original.

Daria is an active member of the International Trade Student Association, has volunteered to clean the Long Beach area for the Marks JCH Hurricane Sandy Relief Efforts, assisted in the workshops and preparation of manuals for Intertek's Ethical Sourcing Forum, assisted in planning educational activities for children for Marks JCH Summer Day Camp, prepared the fashion show venue for RepMode and Plitz Fashion Marketing, and prepared the press kit as well as promoted photographer's services with advertising agencies at Sigen Photography,

We hope that you will all join us in congratulating Kathleen and Daria as ITM's new Gemini Shippers Association academic and practicum scholars.