



Case Study Scholarship Competition

AWARDS OF UP TO \$35,000

www.ymafsf.org

March 6, 2019

WHO is eligible to compete?

- Full time students enrolled at an FSF member school listed on the FSF website
- Students considering opportunities in the fashion industry after graduation
- Sophomores, Juniors and Seniors (graduating Fall 2019 and later) may compete
- Transfer students and international students
- Required minimum overall G.P.A. of 3.20
- All creative and business disciplines are welcome to compete
- Eligible applicants may reapply for the scholarship each year

WHEN is the case study due?

- **Deadline for submissions is October 7, 2019**
- Case studies are submitted digitally on a platform called SlideRoom
- SlideRoom submission portal will open to applicants on September 1, 2019; applicants will receive the SlideRoom link only through their FSF faculty contact on campus
- The review process is anonymous, and each case is evaluated by two judges
- Scholarship award levels are determined on the highest scores among all applicants
- Winners will be announced by the second week of December

WHAT is required in the case study?

- **Case Study Objective:**
 - Collaboration between a fashion retailer or brand and a collaborator that is not currently in the fashion business
- **Examples of Collaborations:**
 - Supreme and Louis Vuitton., Pharrell and adidas, Urban Outfitters and Fila, etc.
- **Judging Rubric:**
 - Creativity and Feasibility 50%
 - Research 30%
 - Clarity 15%
 - Format 5%
- **Case Study Format:**
 - Submissions must be in a ten-slide deck format
 - Design cases will submit a fifteen-slide deck

WHAT are the benefits of the scholarship?

- **January FSF Awards Gala:**
 - All expense trip paid to New York City
 - Meet fashion celebrities and hundreds of leaders in design, merchandising, and business
- **Scholarship:**
 - Approximately 200 scholarships are awarded annually ranging between \$35,000 and \$5,000
 - Scholarship checks are payable to you for any educational expense
- **Career Placement:**
 - Attend the Career Fair in NYC
 - Access to a national Job Board for internship and full-time job opportunities
- **Mentoring:**
 - Select an industry leader to be your mentor