

SUMMER SPRINGBOARD
Look Inward. Go Upward.

Fashion Merchandising Infosheet

New student admissions for Summer 2027 are open.

2-Week Course

This is a two-week program where you'll focus on one course for the entire duration.

Program Highlights

- Attain fundamental knowledge about pursuing a career in fashion merchandising and retail marketing.
- Acquire practical strategies to identify industry trends and gain insight into market preferences.
- Delve into the art of fashion retailing through the study of consumer behavior, visual merchandising, and store management
- Develop a comprehensive understanding of procurement, development, and sales processes involved in fashion buying.
- Showcase proficiency in utilizing tools, materials, and techniques to enhance brand communication, including social media and integrated marketing.

2027 Dates

Barnard College, Columbia University

- Session 1: July 5 - July 17*

*Sessions starting July 5th will start on Monday, not Sunday (due to the holiday). During the first week, classes meet Tuesday through Friday, followed by Monday through Friday in week two.

Academic Program Overview

Throughout the program, students will have the unique opportunity to learn from industry professionals, focusing on the business aspects of the fashion industry. Dive into the art of presenting brands to the public and gain a comprehensive understanding of this dynamic field. Our all-encompassing program covers a wide range of subjects, including consumer behavior, visual merchandising, product development, retail distribution, advertising, and more, ensuring you have a well-rounded and immersive experience. Get ready for an adventure in the world of fashion!

Excursions

Elevate your fashion experience with visits to different show rooms, hand-pick fabrics for your project in the iconic fabric district, and meet with rising designers, fashion buyers, and product developers. Last summer, students had the incredible opportunity to meet with acclaimed American luxury fashion designer LaQuan Smith, who shared his personal journey, creative process, and experience building a career in the fashion industry. Students also explored Mood Fabrics, one of New York's most renowned fabric destinations, and visited Argent to gain firsthand insight into the business and creative side of fashion.

Instructors

Emmanuel Whitmore

Emmanuel Whitmore is a stylist, couture designer, and fashion educator with over fifteen years of experience in designer couture, luxury retail, and image consulting. Trained at The Art Institute, he served as lead couture designer for Versailles Couture, creating custom designs for artists and public figures including Cardi B, Nicki Minaj, and talent featured on MTV, VH1, and Bravo, with work showcased on major reality TV reunion stages and in Yandy Smith's VH1 wedding special. Alongside his design career, Emmanuel is a dedicated educator, teaching fashion, styling, and sewing fundamentals through a Cornell University–affiliated program and independent studio partnerships, where he guides students in professional styling, construction techniques, and hands-on garment development.

Tuition Information:

Apply by November 30 to lock in the lowest tuition of the year. Tuition increases on December 1.

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes**: optional airport pickup and drop off service (available for an additional fee)
- **Tuition**: $5,998

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 5pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner, weekend excursions
  - Weekend excursions can be added on for $125 per day
- **Tuition**: $3,298

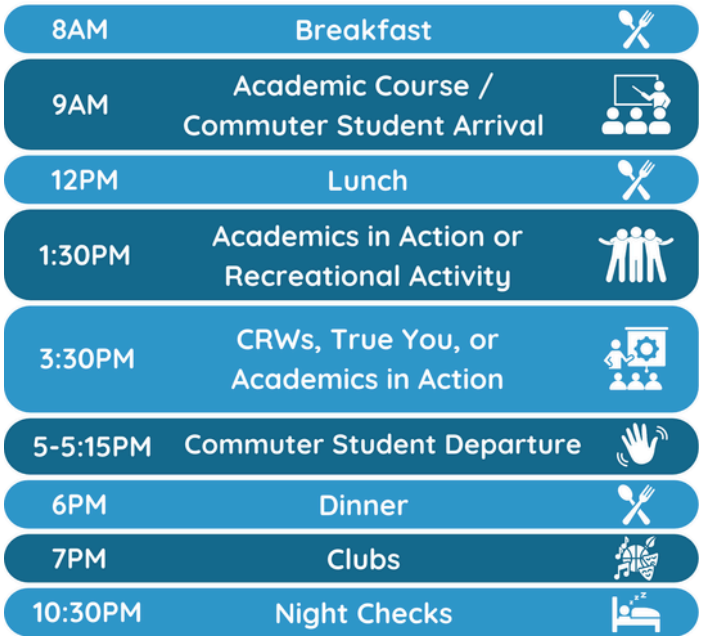
Supplements:

- **Application fee**: Starting at $99 (mandatory, non-refundable)
- **Tuition Protection Plan**: Allows for cancellation for any reason up until the day of the program. Click here for more info.

Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm Monday - Friday. During week two, students have class from 9am-12pm Monday through Thursday. Afternoons in both weeks are dedicated to students' preferred College Readiness Workshops (CRW), True You, and Academics in Action, with Academics in Action including academic excursions, guest speakers, and course-related activities, such as an instructor-led project or student-led, independent study.

Typical Schedule



Schedule above is a sampler; real schedules may vary based on program and academic track.

More info on Airport Transfer

More info on Unaccompanied Minor Service

Apply Now!

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