



**SUMMER
SPRINGBOARD**
Look Inward. Go Upward.

Fashion Merchandising Infosheet

**New student admissions for
Summer 2025 are open.**



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.
- Gain insights into the day-to-day operations of the fashion world, including valuable market research techniques.
- Showcase proficiency in utilizing tools, materials, and techniques to enhance brand communication, including social media and integrated marketing.
- Demonstrate your expertise by developing a product based on the course and presenting it to a brand.



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 the Fashion Institute of Technology (FIT), 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 visit the Steve Madden Headquarters and present their final projects to the team.



2025 Dates

**Barnard College, Columbia
University**

- Session 1: July 6 - July 18

Instructors

Jyotisha Bridges

Los Angeles-based fashion and celebrity stylist Joy Bridges, a Fashion Institute of Technology graduate, infuses her work with an innovative yet chic sensibility. Mentored by industry leaders like Law Roach and Zerina Akers, working closely with stars such as Beyoncé and Ariana Grande. Now making waves in Hollywood, Joy's diverse client roster includes Grammy-winning artists Coco Jones and Lil Nas X, BLXST, and basketball icons like James Harden. With her dynamic storytelling approach to fashion, she brings a wealth of experience to her role by inspiring students with tales of liberation, self-love, and diversity.

Tuition Information:

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes:** optional airport pickup and drop off service (available for an additional fee)
- **Price:** \$5,898

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
- **Price:** \$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. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



Typical Schedule



More info on [Airport Transfer](#)

More info on [Unaccompanied Minor Service](#)

Apply Now!

Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly and NYSID which are run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.

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