



YOU Can Win a \$5,000 Scholarship Sound Good? Learn More...

www.ymafsf.org

WHO is eligible to apply?



- **Full time students** enrolled at one of the sixty member schools listed on the FSF website.
- **Overall G.P.A. of 3.00** or higher.
- **Freshman through seniors** (graduating in Spring), transfer students and international students.
- **Majors** such as but not limited to: advertising, communications, consumer science, apparel design, graphic design, finance, information technology, business management, marketing, merchandising, retail studies, supply chain management, etc.
- **Consider opportunities in the fashion industry** after graduation.
- **Reapply for the scholarship each year!!**

WHAT is the case study?



- FSF publishes the competition case study in March.
- **Topic pertains to a current issue or trend facing the fashion industry such as sustainability, 3D printing, wearable technology, etc.**
- Applicants develop a project that is original, creative and exciting!
- The study follows a specific format:
Part I: Develop an idea through a business analysis (SWOT) and identify the end-use customer.
Part II: Select one section below which best fits your major and answer the questions in that section:
 - Design & Product Development
 - Merchandising & Marketing
 - Technology & Analytics
- Projects are done in an 8 ½" by 11" portrait, APA format.
- No longer than 10 pages not including the appendix, bibliography and citations.

WHEN is the case study due?



- Completed case study is due **October 16, 2017**.
- The submission process is done electronically on the SlideRoom platform.
- The evaluation process is completely anonymous to academic institution and applicant name.
- **Approximately 150 fashion industry professionals evaluate the case studies.**
- Case studies are evaluated independently by two judges.
- Each question in the case study is assigned a weighted percentage to the total.
- Both judges' scores are averaged together to get the final overall rating.
- **Winners are announced by the 2nd week of December or earlier.**

WHY should you compete?



- **MONEY...**\$5,000 scholarship check payable to YOU distributed the first week of March.
- **AWARD CAN BE USED FOR...**An educational expense such as tuition, summer housing for an internship, study abroad program, senior collection, etc.
- **AWARDS GALA...**Scholarship winners attend the annual January Awards Gala in New York City. Complimentary hotel and travel reimbursements provided.
- **INTERNSHIPS...**Access to internship opportunities through FSF partner companies.
- **MENTORSHIPS...**Scholarship recipients are strategically matched to an industry leader who will serve as a mentor during the year of the award.
- **SUMMER EVENTS...**Networking opportunities, speaking engagements and panel discussions with the top leaders in the fashion industry.
- **GO ON TO WIN \$35,000...**One 2018 \$5,000 scholarship winner from each member school will compete the following year for a prestigious scholarship with eight awards between \$10,000 and \$35,000.