



Sierra's Los Angeles Internship Experience

Fall 2018 ARMD newsletter article

Sierra Steenson, a 2019 graduate in Apparel Studies at NDSU and spent her summer in Los Angeles interning with fashion design house Moda Seta. Moda Seta designs private label merchandise for retailers like Urban Outfitters, Tilly's, PacSun, Forever 21, and Macy's. Most of Sierra's duties in her internship revolved around product design. She primarily worked in graphic design. She also assisted with selecting fabrics and silhouettes for new product, put together inspiration boards, sat in on business meetings, and worked in the warehouse.

Sierra's special project was a design challenge using a surplus of camo fabric that had been acquired by Moda Seta. Sierra's team was

challenged to design an edgy, junior t-shirt for the extra fabric. She enjoyed the challenge and was happy with the end result. Sierra was very happy with the artistic freedom that she was given over the course of the internship. She credits her design courses here at NDSU for helping her refine her design aesthetic and build her creativity. She advises underclassmen to start building their resume and portfolio now to stand out when applying for competitive internships.

Overall, Sierra loved the experience of interning in LA for the summer. The diversity of the city excited her, and she looks forward to moving back to LA to pursue a career in fashion design after graduation. Best of luck, Sierra!