

# CHICAGO STUDY TOUR

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# OLD NAVY TOUR

**What:** We toured the Old Navy store on Michigan avenue and were given a presentation in their breakroom also. This photo is of part of their women's section.

**So What:** I really enjoyed this tour and how much they went into dept about how the company and day to day things work. I learned a lot about how management and the hierarchy system works and who in store merchandisers have to report back to. Tim also explained the difference between corporate and in store.

**What Now:** I will use this information about how to industry operates and I will always remember the advice Tim gave us, "be the expert, become a nerd about it."

**Fun Fact:** Communication is key!



# DEARBORN DENIM TOUR

**What:** In the suburbs of Chicago, we toured the Dearborn Demin factory and this is a picture of the main line of sewing machines while the workers were on lunch break.

**So What:** This tour made the most impact on me out of all of the tours. I have never seen any kind of apparel manufacturing and this tour sort of gave me a reassurance that I am interested in going into the field.

**What Now:** I am going to use what I learned about saw on this tour to make important decisions about how I want to further my career.

**Fun Fact:** One role of cotton Demin weighs over 500 pounds



# NORDSTROM TOUR

**What:** On this tour we were learned about Nordstrom's merchandising and strategies. This is a photo I took of their beautiful women's shoe section, which was my favorite part.

**So What:** This experience particularly interested me because I enjoyed learning about how they merchandise very high end items. I also really enjoyed hearing about our tour guides career experience and how he moved up the company latter.

**What Now:** I'm going think about the insight that our tour guide gave us about growing our careers. He said to make sure you take every opportunity to grow.

**Fun Fact:** Nordstrom started as a shoe store in Seattle in 1910



# NIKE TOUR

**What:** We toured the Nike store and the Nike Lab on Michigan Avenue. This is a picture of one of the men's shoe departments.

**So What:** I really enjoyed this tour and I learned a lot about how athleisure is merchandised differently than regular clothing. I also learned about how different stores will allow for more creativity with dressing mannequins. It was also interesting to learn more about recycling shoes and the Nike lab process.

**What Now:** Nike was my favorite tour overall. Seeing how passionate the workers were about their jobs and the company makes me hopeful that I will find somewhere I love in the future.

**Fun Fact:** Nike has sold over 1 million pairs of air forces ones in a year



# MACYS TOUR

**What:** Our Macys tour was lead by Javonne, an alumni from our program and we also got to have lunch with her which allowed for one on one question time. She explained to use a few layouts and how the store works as far as merchandising.

**So What:** This tour made an impact on me because of it being lead by an alumni. She knows exactly how we feel at this point in our careers and seeing how much she love where she is gave me insight on how to get there in my life in the future. She also had very helpful advice about NDSU and furthering our careers after being in North Dakota.

**What Now:** I will keep the advice she gave us with me when looking for internships and possibly opportunities in Chicago. I got more personal advice on how she got to where she is rather than information about visual merchandising.

**Fun Fact:** On a day to day, Javonne is dressed down and does a lot of manual labor on the job.



# TRUNK CLUB TOUR

**What:** We visited trunk club and didn't so much tour as a presentation and then we were lead around the office so we could see what of where they work and where they store the clothing.

**So What:** It was interesting to tour a place that was different from the other companies we visited on this trip. This tour made an impact on me because it was in an office atmosphere and we could see people working and how much they enjoy working there. I learned more about the online and in person styling industry that I wasn't aware of before.

**What Now:** I am definitely going to remember trunk club when finding my future career because their office looks so fun to work in and I would love to work somewhere that values communication and teamwork as much as they do.

**Fun Fact:** They have six clubhouses but headquarters are in Chicago



# SUMMARY

When I was writing my pre-reflection essay on the bus to Chicago I really had no idea what to expect to learn on this study tour. Looking back I am glad I didn't have expectations because it allowed me to be content with whatever I learned. I enjoyed seeing different sides of the fashion industry and seeing different work environments that could be similar to the one I work in one day. I learned so much valuable information not only about different careers but also about things to further myself as a successful student and future fashion professional.

