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# Grace Lynch

ADHM 489 Study Tour  
Fall 2019

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## Nordstrom

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This photo was from the mall entrance of the women's floor in Nordstrom

So What: I found it significant during the tour, because the specifically placed plus-size clothing and mannequins as the initial interaction in the entrance. He never mentioned it, but I found it important to address.

What Now: I think inclusion in all aspect of fashion should be a focus and it is something I have become passionate about and will continue to discuss and think about in my future.



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# Nike

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This photo was from the women's performance area in Nike.

So What: Nike was one of my favorite places we visited, I was not overly excited to see it before, but afterwards it was very cool to see how to differentiate each floor and section, I loved this display because it was in the round so easily shoppable and accessible for customers, I also enjoyed hearing that the visual merchandisers have the ability to go crazy with their styling and designs. Which is why the one jacket is barely on, clothes are made into new objects during this process.

What Now: I loved the creativity and individuality this Nike had, the unique styling and art features, as well as layout plans just inspired me to think more outside of the box in the future.







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## Nike Lab: Chicago

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This photo was of a table in Nike Lab

So What: I was completely intrigued by this table, not just because of the sewing machine, but I loved how this Lab was built on rebuilding and creating something completely new from something old. The garment on the table was previously Nike running shorts that were mashed with a tennis skirt and created a very intriguing silhouette of shorts with the pleats. .

What Now: I loved this environment, it engulfed me if we had more time, I would have easily spent a full day there just experimenting. The design of the shop was beautifully done in collaboration with Virgil who is a very interesting designer because he disturbs the fashion norms, this showed me the importance and seriousness of reconstructing from deconstructed pieces. It is going to be the newest form of fashion.

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## Trunk Club

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This photo was from Trunk Club sitting room before I knew we couldn't take photographs.

So What: I found the environment highly enjoyable, I liked that each fitting/styling area had a different theme or brand featured. It allowed each client to feel like they had their very own area to become comfortable with. This peg board I found interesting as well, because I assume it changes with the seasons and am intrigued by what their process is behind it.

What Now: I absolutely loved touring trunk club and loved the work environment they offered to their staff, it seemed like a place I would love to work at and is in my list for future plans.





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## Dearborn Denim

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This photo was from the washing and tabbing area of Dearborn Denim

So What: I found Dearborn fascinating I had never been to a factory so it was important to see the process behind designing, I also like the rawness of the setting he had, he was a no fuse man and his responses to all of my questions were raw and basically his attitude of this is how it is and its working, I enjoyed him a lot.

What Now: I have a passion for denim, especially well-made hole-free, traditional denim. I would happily work with him if he would be willing, but since I have suggested his brand and company to several people. He has made an impact on me and my look at denim manufacturing.



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# Macy's

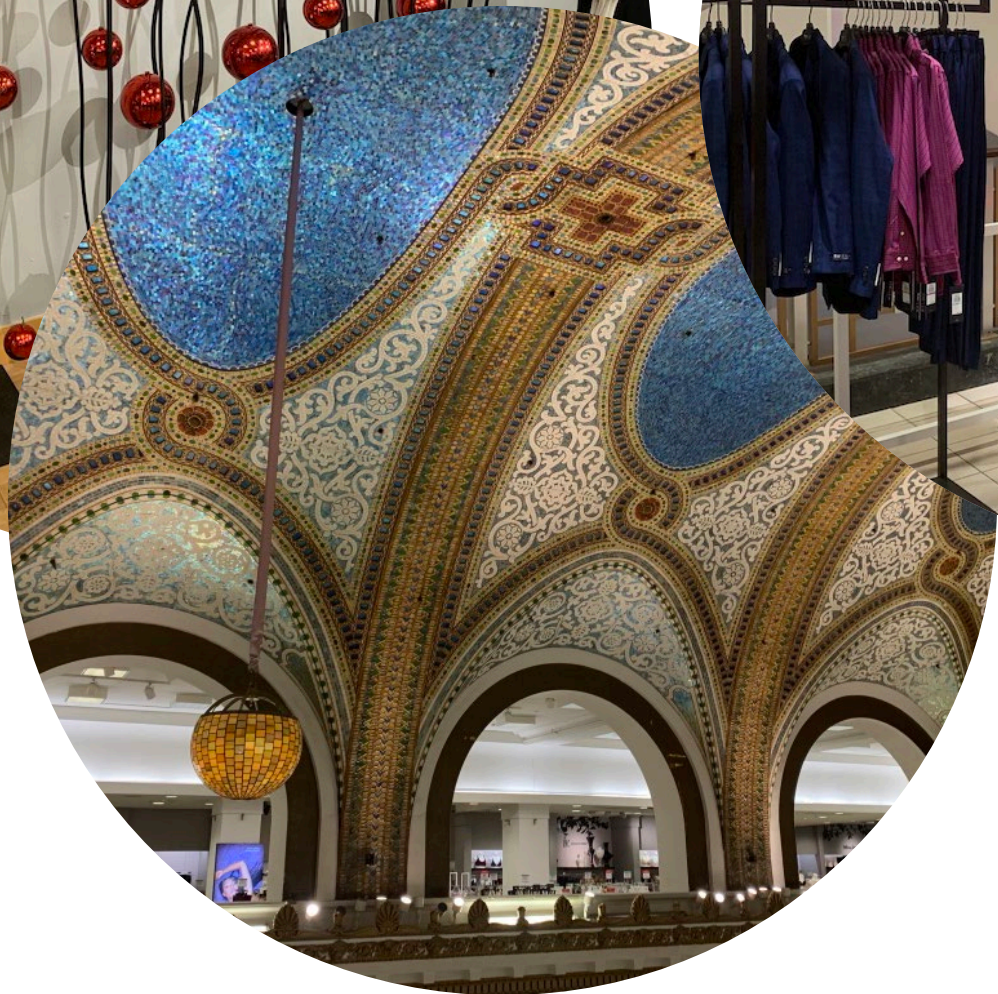
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This photo was from the women's floor in Macy's looking to the atrium.

So What: I loved the large scale stars and visual displays they create to provide a connection between all the floors, I loved getting to learn about the visual merchandising strategies and process in Macy's, especially because it is one of the oldest and largest department stores and is still working to create more innovative and interacting displays. Especially the fact that visual managers are able to create display scenes and use their creativity hands on.

What Now: I have recently been more drawn to visual merchandising and this tour inspired me to do more at my current position to keep creating more intriguing displays for our customers.







# Summary

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I absolutely loved the trip; it was such a great experience. I have not been to Chicago as an adult and felt at home. I loved New York but I felt more comfortable in Chicago. Although I was only there for a short period of time, I would love to potentially live and work there.

The tours surpassed my initial ideas of what they may be, I never thought I would learn so much and make so many connects. They all had so much to educate us about and were so interested in what we thought or wanted more information about. I have plans on applying to several of the companies for a job post graduation. I think taking this trip allowed me to understand more about what employers are looking for.

I also was nervous about making friends and feeling awkward on this trip, because I did not know most of the group, but I surprisingly made some very good friends and that has me much more excited to finish out the rest of my school year.