

# Chicago Study Tour 2019

Apparel, Retail Merchandising and Design students traveled to Chicago in October of 2019.

Tours included visits to Nordstrom and Nike on Michigan Avenue, Dearborn Denim factory, Trunk Club, and Macy's on State Street where alum Javon Jackson shared her visual merchandising skills with the students. Here are photos of some of our industry visits:



*Trunk Club – student group on their rooftop lounge.*



*Nike tour and presentation by Oscar Tapia, Marketing Coach.*



*Time out for some sightseeing and fun at The Bean in Millennium Park.*



*Visit to Macy's where NDSU alum Javon Jackson toured the store and shared examples of visual displays.*

Students created a PowerPoint photo journal of **six different sessions or tours**. In the journal, students described the experience/activity that provided new insight into the apparel industry or into themselves. Each slide of the photo journal had 4 components:

- 1) Visual: Photo capturing their experience
- 2) What: Description of the experience and what the photo represents.
- 3) So what: Why did this particular experience (or person if writing about a host/speaker) make such an impact on the student? What was the primary lesson learned because of this experience?
- 4) What now: How will the student use this learning in the future as they pursue a career in the apparel industry?

Here are examples of three photo journals from the Chicago 2019 Study Tour. [Insert below]