



REFLECTION
JOURNAL

Jonna Feldhege



Internship Seminar



- The seminar was filled with information and advice pertaining to resumes, making yourself stand out, and life lessons. It was presented by John Burke (pictured).
- My favorite part, and biggest takeaway were his 10 life lessons. I thought each lesson could resonate with any person in some way. John really focused on the importance of believing in yourself and how to stay positive and motivated even if things do not always go to plan.
- I will use this advice in the future to help me remember to be confident in myself and my abilities. I will also use some of his techniques to improve my resume for future jobs and internships.



5W Public Relations

- In our meeting with 5W PR, I learned so much more about the public relations side of the fashion industry, and what the process of creating a PR campaign is like, along with some great advice.
- My favorite part of this meeting was Lindsay's "Leave Behind" idea.
- I plan to use the "Leave Behind" in job interviews, and I also began to consider different career options for myself after meeting with Ashley and her team.



Zero Waste Daniel

- Our meeting with zwd gave a really cool look into the sustainable side of fashion design, and how that design process differs from a regular design process. Learning about Daniel's journey was very interesting to me.
- My favorite part was hearing how Daniel has stayed true to his beliefs for sustainability, even when it would mean sacrificing collaborations with celebrities or companies. I also loved learning about his design process and how he got to creating that process.
- The main thing I think I will use in the future is just being more aware of the things I am buying and how they are being produced. I do not see myself with a future in designing clothes, but sustainable clothing is definitely something I want to support.



Socialyte

- The meeting with Beca and her team at Socialyte was very interesting and entertaining. Beca talked about how she started her company, and then her and her team shared great and honest stories about their experiences in the industry.
- My favorite part was learning about some of their more difficult experiences with brands and influencers and how they handled that, because many people typically do not share that side.
- Although I do not plan to work in this field, I think I can use their advice on how to professionally handle issues with people you are working with in any career I decide to pursue.



Tanya Taylor

- Meeting with Tanya and her team was very beneficial because member talked about their different roles in the company. They shared the design process and talked about what the brand really stands for.
- My favorite part was learning about the different ways they give back with charities and also how they want to empower women through clothes.
- I want to use what I learned from Tanya Taylor when I am job searching by keeping in mind how important and fulfilling it would be to work for a brand with my same ideals.

UNIONBAY



- Our meeting with UNIONBAY gave great insight into the sales side of fashion, which is something I have not learned much about. We were allowed to see a look book and got information on how buying meetings work.
- My favorite part was seeing the fall look book. It was super cool to see what the planning process looks like for a company.
- After this meeting I am more open minded about what I want to do in the future. I will use this information to explore more sales careers in fashion.



SYLVEN New York

- Meeting with Casey informed me so much more on the shoe design process and crazy ways to make sustainable shoes that I have never heard of. It was interesting to learn what ideas she is considering for the future and how her and her small team function.
- My favorite part was seeing the video of her shoes being made in the factory. I also loved all the visuals of fabric swatches she showed, and that she shared the ideas of reusable mail packages .
- I will use this in the future much like I said for zwd. I want to be more conscious of what I am buying, and I want to learn more about materials that can surprisingly be used for fashion, like apple skins,

Summary

- Overall, I feel like I took away so much advice and information from this tour. I originally expected to only find certain companies interesting, but I was so fascinated with each person and their story. I am more open to other careers in fashion than I was before this tour.
- I expected to take away some information before the tour started, but I learned way more than I thought I was going to. This tour will definitely be beneficial to me in the future.