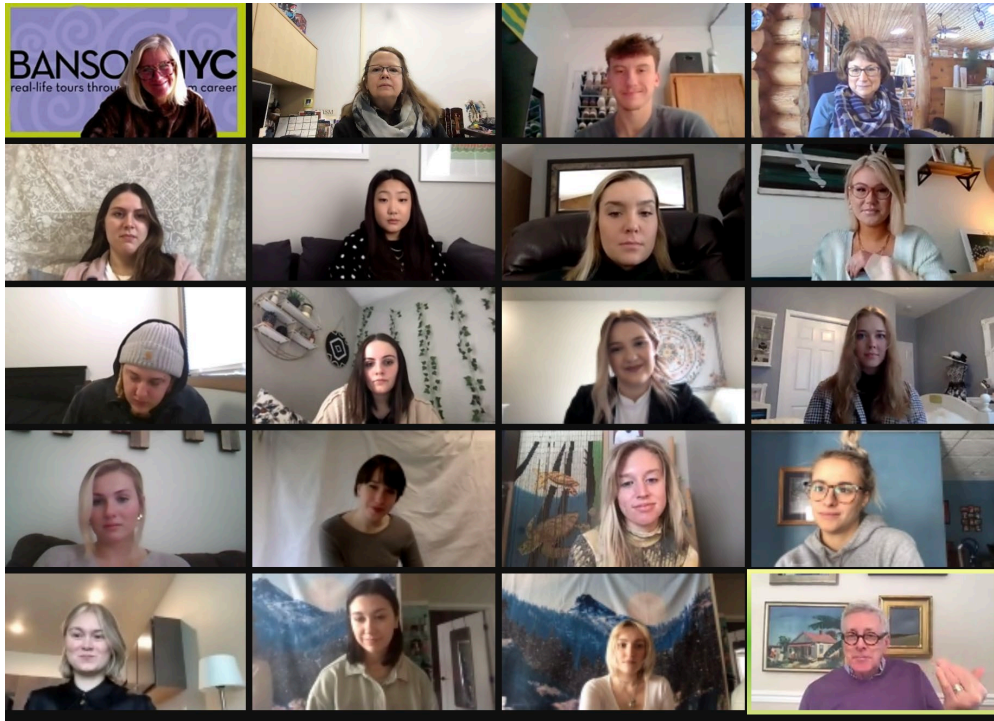


# Virtual New York City Study Tour 2021

In the Spring of 2021, 16 Apparel, Retail Merchandising and Design students participated in a virtual Study Tour of the retail and apparel industry in New York City. The Covid Pandemic made it impossible to do a face-to-face tour. We contracted with Banson NYC, a New York based company who facilitated the tour and set up the Zoom on-line visits to spotlight a wide variety of careers ranging from merchandising, design, styling, buying, public relations, and production. Students learned useful information from the speakers and felt it was a good way to see the opportunities that the industry presents in New York City.



*All presentations were on Zoom where students had the opportunity to ask questions of the professionals.*

One assignment for the course was for students to create a Reflection Learning Journal. In the PowerPoint presentation, students focused on the seven different presentations and described the new insights gained into the fashion industry. Students described why the seminars made an impact and how they will use the learning in the future as they pursue their careers in the fashion industry. Click on the images here to see examples of the learning journals created by the students.