

This week at my third week interning for Oscar de la Renta I continued working on the Spring 2019 collection and seeing the PreFall 2018 sales thus far. My first task for the Spring 2019 collection was to see the fabric in the showroom that was being chosen to design with and enter them in as Fabric Cards online. The fabric cards start off with a picture of the swatch of fabric, what colors were using and pictures of those swatches, the type of fabric, where it is made, and where it is coming from, as well as what category of fabric it is to see what it can be used for. Once I completed the task of entering the information online into a presentation I learned that I will later revisit this task when the fabric for each look was chosen and I will put in the corresponding sketch with the fabric. I then worked on a competition Ready to Wear excel sheet which involved looking at Loewe's Fall 2017 collection and Spring 2018 collection to see what products they offered and for what price. As the designers have continued sketching throughout the week I have had to pay attention to the line sheet update which lists the style number, what type of style it is, the vendor, and the update which will either be added or removed from the line sheet or an updated sketch. I look at this everyday to make sure all the correct style numbers are put into the system correctly and then printed out and placed onto the Spring 2019 boards. This week the final SKU counts for the collection were made. With the SKU counts being final I had to recheck the boards and make sure I had the correct number of pieces done based on how many designs have been developed thus far. Checking the boards with the SKU counts is a very easy and effective way to check the boards. I then worked on a Ramadan Caftan presentation which included going window shopping at competitors' locations and taking photographs of caftans, as well as looking up ads on Instagram. After getting a handle full of photographs and ads I put them into a presentation that will be used for inspiration for Oscar's future caftans. The Pre Fall 2018 collection has begun its selling at least a month earlier than it did last year. When a collection starts hitting in stores the merchandise team's responsibility is to track its sales and sell through. After getting the records of the sales I then ranked the Pre Fall 2018 collection by the top twenty-five selling pieces. After that I then ranked the collection by class. In the class ranking everything was ranked with a top five except for the day dresses which were given a top ten rank. These tasks were completed for a merchandise meeting which I was then able to sit in on. It was a great experience to be able to see the work I've finished being shown in a meeting and also listen to what was being discussed. As far as Ready to Wear what was discussed was how some pieces in different categories were taking over the specific class in its sales. The meeting also discussed how favorites of Oscar de la Renta are continuing to thrive. The fit and flare dress is one of Oscar de la Renta's top selling dresses in numerous styles which allows it easy when making a collection to makes sure they are included because they always sell. On the accessories side we discussed how necklaces are not doing very well and came up with the conclusion that there needs to be more variety in the necklaces Oscar de la Renta offers, such as having more dainty pieces. Sea themed jewelry was hitting big sales due to the trend. Fish earrings, seahorse brooches, and more were hitting high numbers. As far as earrings the spiky balls and tassels are two popular earrings for Oscar de la Renta and they are continuing to show good sales. Due to the Pre Fall 201 collection starting earlier in stores than last year this means it is generating more money for Oscar de la Renta at this time of year than it was last year. The sales will continue to be tracked each week. Thanksgiving begins markdowns of the Pre Fall 2018 collection. Some numbers weren't where they were expected to be but according to the sales and operations team some pieces have not yet hit in stores yet. With that being said pieces that are expected to make big sales will be show over the next few weeks as more merchandise gets to the stores and hits the floor. This week I also had a meeting with other interns where people

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working in the company came and discussed what they do, how they got there, and their advice to us. I really enjoyed the orientation because I got to learn about other jobs offered at Oscar de la Renta and what to do after this internship for a potential job.

Week 1 Hours: 284  
Total Hours: 52