

Jackie Rafferty
Journal 4

This week at my fourth week interning for Oscar de la Renta I continued working on the Spring 2019 collection, looked at Pre Fall 2018 sales, got to attend fittings, and work with the production team. A task that continued throughout the week was working on jewelry comps. Overtime I have developed bracelets, rings, earrings, and necklaces comp presentations in each of those categories. This week I had to rearrange one presentation by brand and another by categories in jewelry such as solid gold, crystals, and pearls. I enjoyed working on the jewelry comps because its something different than what I am usually used to at school which is just working with clothes. This week I also continued to check pre Fall 2018 sales to updated the sales from the previous week. I looked at the Pre Fall 2018 sales in ready to wear by top 25 total and top 25 broken down by category, as well as handbags and jewelry in those categories. I have found that I have learned a lot in terms of checking the sales in wholesale, and retail. I find it interesting to see which stores have bought the most of certain pieces and how they are selling the products compared to other stores. I have discovered that consumers do enjoy shopping at an Oscar de la Renta location more than a store that holds Oscar de la Renta products. I think part of this consumer behavior is related to the service that Oscar de la Renta employees provide at the location. This week I also made a Cape style comp presentation that was based off the Ramadan caftan comps I did the prior week. I enjoyed this task because I got to see what new designers were doing that was relative to the cape styles thanks to Moda Operandi which features designers' collections and trunk shows as soon as they come out. It was interesting to see work from designers that I never heard of before. Now I have some designers that I can continue to look at their products in relation to Oscar de la Renta comps. This week I continued with the Spring 2019 collection by uploading new sketches and their information to the system. This week the merchandise department received new boards for the Spring 2019 collection presentation. Due to having new boards I transferred everything form the old ones to the new ones to keep them looking sleek, clean, and professional for the Spring 2019 collection presentations. I also continued updating the fabric book for the Spring 2019 collection since new styles with new fabric have been added to the fabric boards. I then worked on Fall 2018 Knit descriptions in which I had to lookup each style number and find their fabric content codes, then decode the fabric content and write it fully in the Fall 2018 product descriptions. I enjoyed testing my textile abbreviation knowledge with this task, as well as seeing how Oscar de la Renta abbreviates some textiles differently than other companies. This was also a good task to learn more about the knit section at Oscar de la Renta and see what pieces were made of what. This week I met the production team and got to help them with some of their tasks. I appreciate that I was able to see another department of the company to gain full overall exposure of the Oscar de la Renta company, as well as test more of my knowledge in another department. For production I worked with them on this mesh crocheted dress that is being created. The crocheted pieces are handmade and they were shipped in to the office. I had to check each set of gold and black hand crocheted 25 pieces and compare them to the fitted dress pictures to make sure that there were 25 pieces total and the correct sizes according to its number based on the fit picture. Although this was a time consuming task I enjoyed being able to help out on the production side as well as being a part of the making of this dress. After competing that task I was able to attend a fitting where I met three new designers that are on the design team. I also got to meet one of the usual size eight models that comes in for fittings. This fitting was used for product pictures on pieces that were originally fitted and then changed due to that fitting. During this fitting I received insight on how different designers look at their designs on the model and hear their opinions if anything needs to be changed. I also gained an appreciation to the Oscar de la Renta models. The models for the fittings are usually the same handful and you can tell that not only do they have an appreciation of the

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company and the designers for being there for so long but they also have knowledge about construction and fit. I think this was an interesting discovery because I personally don't believe that current top models of the generations such as Gigi Hadid and Kendall Jenner have as much knowledge in this department.

Week 4 Hours: 32 Hours

Total Hours: 116