

This week at my first week interning at Oscar de la Renta I have already been able to dive into assignments, meet new people, and learn a lot. My first day began with having a full tour of the office and meeting people in each department. My first task was to create a comp for Spring 2019 small handbags with interesting new hardware. A comp is a presentation of Oscar de la Renta's competitor's products with their prices that relate to the product we are looking to design next. Creating these comp presentations on the merchandise side allows the merchandise team to view how the competitors are pricing their products and how the team can allocate Oscar's money. On the comp pages I include an image of the bag with a close-up image of the hardware with the designer/brand name and the price its listed for. These comps are then also given to the design team so they can compare their designs with competitors. All together the design and merchandise team work together to create a product that they can afford on the costs side, gain sales with their customers, and compete with competitors. Also on the first day I got to learn how the mail room works in the office. For my internship I mostly have to send products to Italy because that's where the accessories are designed. On the first day I had to send over fabric swatches to one of the factories. To accomplish this task, I met the mail team, the mail procedure of filing out the paperwork and where to put my completed ready to ship items. My last task for my first day interning I attended a bridal fitting. Due to my supervisors knowing that I'm an apparel design and merchandising major I'm able to help other departments related in design when they need. At the bridal fitting I first learned how a bridal fitting was run. Two models came in for the fitting a bridal size zero and a bridal size eight. The size zero dress was made without the lining as the first sample and the bridal size eight was made complete with the lining. At the fitting one main designer was there, the pattern maker, product developer, embroidery maker, and a seamstress. What was mainly discussed in this fitting was taken things in on the size eight because all the dresses were supposed to be very formfitting but didn't fit on as well. A lot for pinning was done and investigation on how some things were sewn and how they should be sewn instead to get a better result. There was much discussion between the designer and product developer to make sure everything was written down of changes that had to be made so the factory new. There was also much discussion with the designer and the pattern maker to make sure all corrections were made on the pattern before they were sent over to the factory. On my next day of the internship I got to work with the Oscar de la Renta's system that has all the information on all the pieces created. This system has every piece stored in by their style number and has all the history and information related to it such as the designer, the labor costs, the cost of embroidery, the fabric content, the sales, and the colors its offered in. My assignment was to take the Resort 2019 collection and manually enter in an excel file what the vendor, labor costs, and embroidery costs for each item in the resort 2019 collection. After completing this assignment, I learned an easier more efficient and effective way to accomplish this assignment with information already in an excel sheet and using vlookup. I appreciated that I learned both ways to do this. I was able to learn how to use the system and how to check my work with vlookup. I will be using the system in the future for other assignments and collections. The following day I made more comps this time focusing on jewelry. I also got to learn about handbag fabrics that were in interest for the Spring 2019 collection. I was then assigned to go on a comp store mission which involved going to Saks Fifth Avenue and Bergdorf Goodman and take pictures of shirts and cocktails dresses from competitors that were in a certain price range. As well as look at competitors window displays and store setups. This assignment was nice to be out of the office and see products hands on. I also got to see handbags and jewelry that I had included in my other comps in person. Overall my first week expectations of my tasks and responsibilities were met. I am very happy that I have an internship that started me out hands on

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Journal 1

right away. I got to apply things I learned in excel to my assignments this week, which was very helpful that I was comfortable enough to do so. I like and appreciate my supervisors a lot which is a major plus because I am certainly more comfortable when asking questions. I appreciate that I am being treated as an intern in getting taught the new things but treated as a worker with assignments rather than running errands or doing un-useful things that won't help me learn or prepare me for my future career more. I feel very prepared going into this internship, I feel professional, knowledgeable, and comfortable with applying my knowledge earned in the classroom to the industry.

Week 1 Hours: 28

Total Hours: 28