



# FASHION MERCHANDISING FONTBONNE UNIVERSITY

ROGENE NELSEN, PROGRAM DIRECTOR

ANGIE LILJEQUIST, INSTRUCTOR  
APPAREL STUDIES GRADUATE CONCENTRATION MANAGER

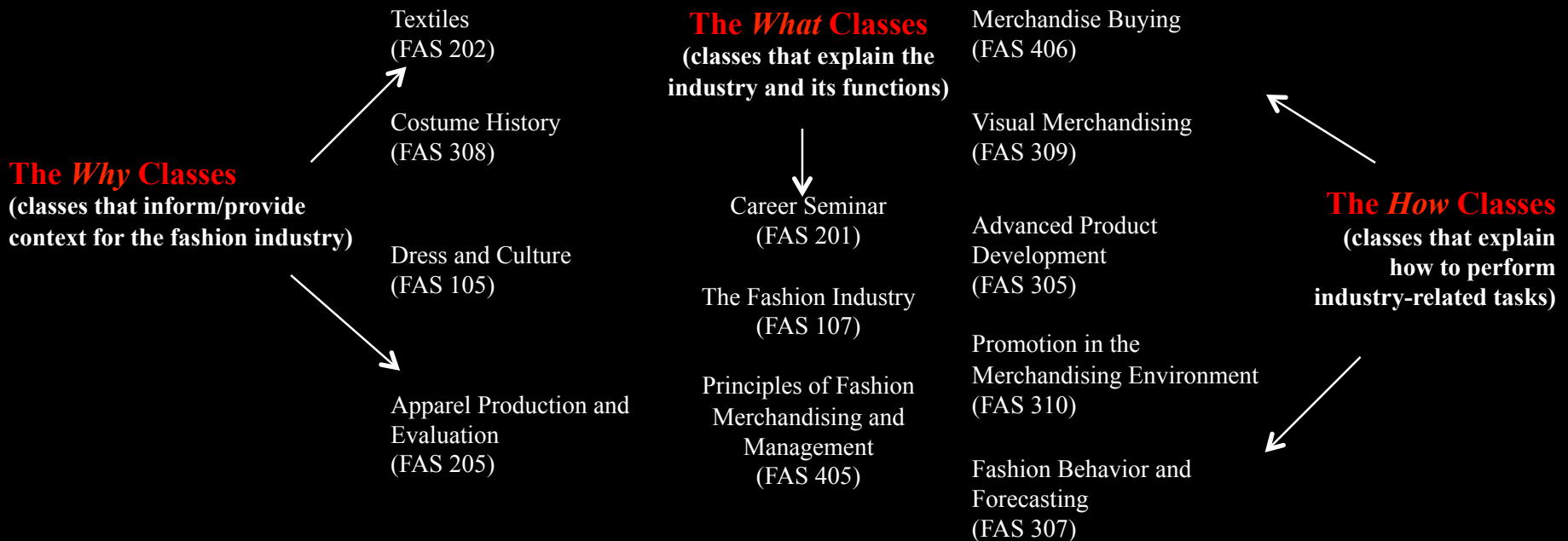
AMY MEYERS, HALF TIME FACULTY

LOUISE ANDERSON, LECTURER



# Fashion Merchandising at Fontbonne

Below is a selection of the coursework in our curriculum



# Our Mission

- Deliver a program that is responsive to current and future needs
- Provide a strong and broad foundation of content-rich courses
- Enhance classroom theory with real-world experiences
- Create a supportive environment that provides individualized attention to each student
- Designed to enhance students' ethical and global perspectives, and their overall quality of life professionally and personally, and to prepare them for a successful career

# What makes us unique

- Small classes
- Personal connections /mentoring
- Networking with professionals in the community
- Insight from our Advisory Board
- Involvement in the community
- Field-based learning experiences

# Faculty

## ▪ Rogene Nelsen

- Current FM Program Director
- Worked in the industry as a showroom representative, assistant buyer, and manager
- Taught fashion curricula in higher education in for 30+ years
- FGI Executive Member and on Board of Directors
- Traveled to London's American Intercontinental University (AIU) (now Regent's University) (Nov.2011 ) to review fashion marketing, business, and visual design curriculum.

## ▪ Angie Liljequist

- Taught fashion merchandising in higher education for 13 years
- Former retail buyer
- Published in Fashion Wise e-journal, April 2013: *Art Nouveau and the Symbolic Blurring of Women's Spatial and Corporeal Environments: The Contradiction of Organic Inspiration in Fashion and Interiors*
- Presented at national and international conferences, including:
  - *Women's Worlds: International Interdisciplinary Congress on Women*, Madrid, Spain
  - *International Conference on Fashion: Exploring Critical Issues*, Oxford, England

## ▪ Amy Meyers

- Part time faculty, 2010-present
- Technical Designer, May Company
- Manager of Training for Technical Department - May Company
- Studying Supply Chain Management

## ▪ Louise Anderson

- Lecturer, 1998-present
- Entrepreneur; owner of her own alterations and sewing business
- St. Louis Opera; designed and constructed costumes
- Family and Consumer Science educator for 30 years

# Internships: Expanding Student Opportunities

- Chanel Boutique, NYC (Mgmt.)
- Anthropologie, St. Louis Galleria (VM)
- Nordstrom, St. Louis, (Mgmt.)
- Lori Coulter, Made-to-Order Swimwear, (Consulting)
- (RE)FRESH St. Louis (Mgmt. non-profit)
- Aquarius, Ltd., St. Louis (PD)
- Devil City Boutique, St. Louis, (Buying/Mgmt.)
- Elan Polo, St. Louis (PD)
- Ella Weiss Wedding Design. Springfield, MO (Sales/Consulting)
- The Foundrie, St. Louis (Special Events/Social Media)
- Hammer and Hand, St. Louis (Social Media/ Marketing)
- Saks Fifth Avenue, St. Louis (VM)
- Rafaella, NYC (Merchandising/ Corporate)
- Michael Kors, NYC (Sales/Corporate)
- Rock Uniform, St. Louis (PR)
- CBL Associates, St. Louis (Mall Marketing)

# Current Successes

- Dean's List 2013: Over 20% of FM majors
- Awarded competitive FGI Scholarships: 05-06, 08-10; 12
- Study Abroad experiences: Paris, London, Italy
- Student-produced fashion show
- FM major was Head dresser BOH /coordinator for Saint Louis Fashion Week, Fall 2013.
  - Over 50% of the majors involved in St. Louis fashion week Fall, 2011
- Ongoing Collaboration with FACC/RE[FRESSH]-2009-present
- Involved with off-campus charity-based events (volunteerism)

# Graduate Successes

- Merchandise Manager, Nordstrom
- Men's Brand Manager-Saks Fifth Avenue
- Manager/Merchandise Manager, Sprung
- Merchandiser/Team Assistant, Weismann's Dance Company
- Assistant to the buyer, Brown Shoe Company
- Merchandiser, Aquarius, Ltd.
- Senior Product Developer, Build-a-Bear
- Account Executive, Nanette Lepore



# Enhance global and ethical perspectives with field tours and guest presenters

- Industry tour of Weissman Dancewear Company
- Project Runway, A.J. Thouvenot guest speaker, product development
- Seamology Workshop presented by American & Efird, Inc., Global Retail Solutions Department
- Mall Marketing & Site Location , Director of Marketing CBL Associates, Sean Phillips
- Hammer and Hand, Chris and Amy Plaisted, Entrepreneurship
- Ann Hatch PR, Press releases
- Macy's Corporate, Buying , Erin Graham Oliver
- Soft Surroundings: PD presentations: fit, specifications
- Trend forecasting: It's Impact on the industry, Greta Hale
- Skif International, Industry tour
- Wacoal America, , On-campus interviews
- Apparel Sustainability, Dr. Jana Hawley,

# Industry Study Tours

Tours support the faculty's commitment to provide experiential learning to fashion merchandising majors.

- New York, Dallas, Chicago

These opportunities provide students with networking potential, industry exposure, internship possibilities and career positions upon graduation.

(Photos at the end of the presentation)

# Faculty support the community

- Hosted participants in the History Museum's Discovery Tour, Fall 2012
- Presented to members of Alpha Lambda Delta (potential students), Fall 2012
- Participated in Fontbonne In Service and Humility's (FISH) service trip to Kenya, Africa, June 2012
- Invited as juror for Mannequins in the Loop, 2009-present
- Invited to Parkway South High School to recruit FM majors, Fall 2012
- Organized the City Summer Project (interdisciplinary program for high school juniors and seniors) which included exploration of the Washington Avenue Garment district, Summer 2012

# Future Growth and Opportunities

- Increase collaboration with local and regional businesses
- Funding for Lectra Equipment
- Develop an industry study tour to India
- Expand US industry tours /conferences

# Benefits of the Lectra program

- Provide state-of-the-art technology training and education
- Enhance the prestige and ranking of our department and institution
- Increase the marketability of our program to recruit new students
- Provide more opportunities for job placement at leading apparel brands and retailers

# Photos of tours and recent press

# FGI Career Day: Dallas



# Dallas Tours



Showroom Sales Representative Presentation

Touring Sharon Young warehouse





# Dallas Tours

Mary Kay Headquarters  
and manufacturing plant



# Industry Study Tour: New York City



# Retail



Visual Merchandising and Store Planning



# Apparel / Accessories Companies/Designers



## Nanette Lepore

Adela Libic, Account Executive with Nanette Lepore, giving us a tour (2010 graduate)

# Apparel / Accessories Companies/Designers



Cone Denim



Tommy Hilfiger Corporate Offices



# Apparel / Accessories Companies/Designers



## M & S Schmalberg

New York's home for silk fabric flowers for over 90 years



# Ancillary Services

Mannequin/Display Corporation



Trade and consumer publications

# Student Produced Fashion Shows





# Competitions



# Press: Feast Magazine

The pictured gown is made out of 5 pounds of corn husk. It's embellished with dyed husk flowers and delicately "beaded" with dried kernels.

Fall 2012 dedicated semester theme, Foodology: The Culture, Economics and Science of Food; FM students explored the role of food in world cultures, health and science, politics and economics.



# Press: the Fontbanner

A refreshing tale of collaboration: FM majors make a difference

Ongoing collaboration with FACC (Foster and Adoptive Care Coalition) 2009-present



**“In addition to being a gift to the agency, Fontbonne’s fashion merchandising input is a gift to the teams with whom we work. I wish I could adequately describe how thrilled they are to be here. They own it”**

***Melanie Sheetz***

***Executive Director FACC***