London Sample Internship List – Fashion

INDUSTRY DESCRIPTION

London is a world renowned location for fashion innovation, creativity and leadership. Students that are applying for a fashion placement should be able to demonstrate relevant academic or previous extra curricular activities related to this industry. Students will need to be adaptable, have a good degree of flexibility and be open to a range of tasks in the workplace.

Examples of Past Placements (Please note that the following sites are a brief cross-section of current CAPA internship host sites and should not be considered as a guarantied location for your placement. All internship & service learning placements will be dependent upon each individual applicant's application documents, prior experiences, demonstrated skills and their aspirations and goals.)

APT Collections	APT is is a multi-branded fashion marketing agency based in the centre of London. The company was founded in 1997 and has developed into an established, multi-branded fashion marketing agency with customers all over the UK, Eire and the Channel Islands. APT work with over 2000 partners including store groups, department stores, independent retailers and mail order catalogues.
Bryan Morel PR	Bryan Morel are specialist PR consultants to the Fashion industry. Their client base consists of high profile international fashion and lifestyle clients. Their full service approach includes a focus on trend reports and presentations, product placement, fashion shows and marketing.
Marc Cain	Marc Cain is a German designed and produced line of women's clothing. Has huge success with independents in the UK and is regularly listed as the best selling brand in the Drapers Line up. The collection is mid priced separates. Globally, the company has a turnover of 220 Million Euros.
Parkers	Parkers is a wholesale fashion agency specialising in branded ladies wear in the middle to upper-end of the fashion market. Located in central London, they combine contemporary fashions with high- quality service.

Pringle of Scotland	Pringle is an iconic brand founded in 1815 at the birthplace of the Scottish knitwear industry. A luxury goods retailer with almost 200 years of fashion history.
Roland Mouret	Roland Mouret is a French fashion designer. He launched his line in 1998 and is known for his iconic hourglass creations such as the Galaxy dress, a large celebrity favourite. For over a decade, Roland Mouret has created the most coveted of women's wear collections.

Potential Project Opportunities

Project opportunities will be dependent upon the current needs within the organisation and the demonstrated skills and abilities shown by each intern. It is imperative to remember that project opportunities will develop over time and throughout internship placements. Projects may include but are not limited to:

Marketing & PR campaigns - Fashion Research – Apparel Design - Press Samples - Database Management - Trade Shows - Social Media Development - Office Administration - Client Services – Merchandising – E-Commerce - Sales

Transferable Skills

It is essential to maximise every opportunity within the internship placements. If tasks and duties are approached in a professional manner, interns can take away additions skills and abilities that will be of benefit to their personal and professional development. Transferable skills sets include but are not limited to:

Effective Communication (Speaking, Writing & Listening) – Networking – Identifying Creative Ideas –– Information Gathering – Teamwork – Promoting and Selling – Interaction and Liaison skills – Apparel Technical Expertise – Business Acumen & Commercial Awareness