



Spring 2021 New York Study Tour

Alexander McNamara



John Burke – Internship Seminar

This picture is of John Burke who spoke to us about ways improve upon ourselves in both professional and personal manners. He presented us with “My Ten Life Lessons” and “Constructing Your Resume In A Constructive Way!” to help us in the future.

What I Learned

He has had trouble with every-single one of his 10 life lessons, he’s not perfect just like we aren’t, but we must strive for our best and always push forward!

How I Will Use This In The Future

I am going try my best and take every opportunity that I can and live every moment to its fullest potential, so I do not regret what I do not miss.

5W Public Relations



5W Public Relations (PR)

A small group of individuals from 5W spoke to us about what public relations is and what their company does. It was a wonderful experience to hear their own takes on PR and to hear about how each of them got to where they are now.

What I Learned

Open-mindedness towards creativity is a must from their clients to lead a successful PR campaign. Have an open mind.

How I Will Use This In The Future

I will remember to always be open to new ideas and be willing to change my own to for the betterment of a process as a whole.



Zero Waste Daniel

This picture is of Daniel Silverstein, founder and CEO of Zero Waste Daniel. His company is based around designing and assembling fashionable clothing out of fabric scraps from the industry. We spoke with him (the founder).

What I Learned

He worried about losing his mission. But he found out that exclusivity, like Supreme, sometimes works better and sells better than anything else he tried. The process of finally taking off with his company and having the exact idea of what he wanted to do took years. So be patient and be vigilant.

How I Will Use This In The Future

No matter how difficult it is to make my dream come to fruition, I will continue to move forward step-by-step until I see it finally come to light.

socialyte

Socialyte – Talent Agency

Four individuals from Socialyte, including its founder, spoke with us about what their talent agency does and roles each of them have with the company.

What I Learned

To be successful using a talent agency such as this, one must be business oriented and focused on success. Where there is a lack of will and professionalism, then there will be a lack of success.

How I Will Use This In The Future

Be professional in what I want to be successful, do not slack, do not wait, do not assume everything will fall into place with minimal effort.





Tanya Taylor Clothing

This picture is of Tanya Taylor, founder and CEO of Tanya Taylor Clothing. Her company designs bright, colorful, and unique clothing pieces that emphasize feminine strength and individuality. We met with her (the founder) and someone from one of her teams.

What I Learned

She stated that for us to make an impact, we should think about sustainability and thoughtful processes and we need to find our own reason/distinction.

How I Will Use This In The Future

When I develop my first clothing line, I will ask myself what stands out in my collection against others and what is unique to me? If I can answer those questions truthfully and without hesitation, then I know that I am ready to introduce my work to the world!

UNIONBAY®



UNIONBAY

This picture is a retro advertisement from UNIONBAY from decades ago. We spoke to an individual in the New York sales team about the company, what her job entailed, and how she got there.

What I Learned

There is no cut and dry correct way to lead a buying/selling deal, so many details go into them and they all must be accounted for.

How I Will Use This In The Future

Always be fully prepared with the work that I do, leave no room for error so I can always have full confidence in what I am doing.

SYLVEN

NEW YORK



SYLVEN New York

This picture is of a pair of boots featured in SYLVEN New York's latest collection. We spoke to the founder and CEO of this company to learn how she got to where she is now and what her company represents.

What I Learned

There are any number of ways to help transform a garment/accessory into a sustainable piece from what materials are used to how it is constructed.

How I Will Use This In The Future

Do not always take the easy way out and follow the tried-and-true methods, take risks and out new things that may change the industry someday!

SUMMARY

This is life.

I realized through this experience how real the path is to reach where I want to be. Before the seminar, I expected to learn about a few companies and find out what it was like to work in New York. I soon realized that I was getting much more than I could have imagined. A truly once in a lifetime experience!

Thank You!